

SURVEY RESULTS: The Dutch Contribution / Museum Project

In March / April 2006, a survey was distributed among the Dutch community in New Zealand (organisations / individuals) to seek their advice on how to build visibility for this group of migrants (some 4% of the population is of Dutch descent) through a Museum Project that would celebrate the Dutch contribution to New Zealand.

The Survey aimed to gauge the community support and requirements for such a Museum, and get a first indication of the viability of the Project.

Note: The Survey was distributed on a voluntary basis through existing networks and should not be considered and was never intended to provide a statistically valid analysis of opinion among the entire Dutch Community. It was meant to offer a broad overview of opinions only.

Objectives Achieved

The Survey had 4 objectives, which were all met:

- Get an impression of the support in the Community for a Project like this: **Supported**
- Get an impression of the direction the Community wants this Project to take: **Achieved**
- Take a first step in publicising the Project more widely: **Conversations started**
- Acquire additional support from the Dutch community: **Support offered spontaneously by over ½ of all respondents**

Results – The Numbers

- Total Distributed: 300 – 400 (approx) * Response: 69 = 20% (approx)

* Packets of surveys were distributed to individuals / organisations and it is hard to ascertain how many of these were actually passed on

- Distributed to Organisations: 22 Response: 16 = 70%
- Distributed to Individuals: some 300 Response: 53 = 15%

Since organisations collected aggregate views, and can be considered as more representative of an entire community, the organisations' high response rate is an excellent result!

Two Surveys came in after all others had been processed. Since they merely confirmed general trends identified in the other results, these last two were not added to the scores.

Response – An Overview

Spontaneous response rate (no formal follow-up or incentive provided) is high: some 20%.

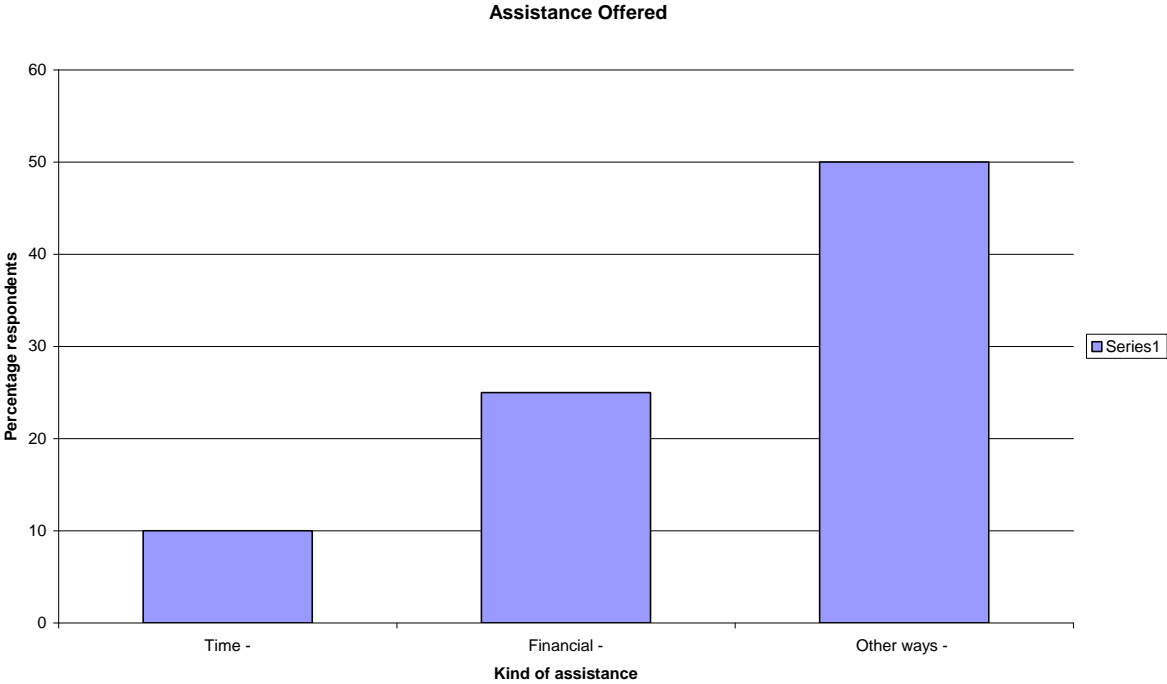
Due to its spread (in spite of a large number of Auckland Responses) it can be deemed representative of key parts of the Dutch Community.

- Organisations: 16
- Individuals: 53
- Auckland 50
- Other 14
- Unknown 2

Overwhelming response: the Dutch Community wants a museum.

A high number of respondents indicated they will support this project personally.

- Volunteer time to organisation: some 10% (7)
- Financially: some 25% (16 – 20)
- In any way / many ways: some 50% (32)



Only 3 Respondents had doubts the project was feasible, giving advice to take a slow approach.

How to read the results

Most Respondents simply supported the **prompted** answers offered as examples to help answer the questions. Therefore the results give an indication of the **relative** support each answer received.

For example, if answer A. got 20 votes and answer B. got 2 votes – that means that relative to option B., option A got 10 times as much support.

The results however do not offer figures on **absolute** support. An **unprompted** answer X. – not listed in the original survey as an example, but offered spontaneously by Respondents - should count as **more valuable** input than the standard options listed in the survey. For example, if **unprompted** answer X. was mentioned spontaneously by 5 Respondents, than Option A (20 votes) is not simply 4 times as popular.

The **original thought** in spontaneous additional suggestions adds extra weight to that answer (had it been listed, it would have received extra ticks). Because this Survey is indicative only there is no need to try and establish how much extra weight such answers should be allocated.

Clear / Unclear Responses

The first set of questions had very clear results, especially about the audience and format for the Museum. The last set of questions about support for the project was too hard to answer for many people however, partly due to use of abstract language and partly due to the fact that these were simply more nebulous questions.

The fact that two versions of the Survey were sent out, with slightly different wording in the last section, also confused results. Overall though, it did give valuable insights in where support for the Project can be found – even though not everybody could contribute with valid answers.

Overall Conclusions – Most Popular Responses

1. Prime Audience

High Score: Dutch Migrants (45) / Descendants (39)

High level spontaneous mentions: School Groups (6)

2. Functionality

High Score: Exhibition Areas (47)

Note: Community Centre / Auditorium / Social area score relatively low - but are substantial combined: (42). In other words, it seems as if there is indeed demand something along the lines of a 'Cultural Centre'

High level spontaneous mentions: Library (4) / Shop (4) / Bookshop (4)

3. Display

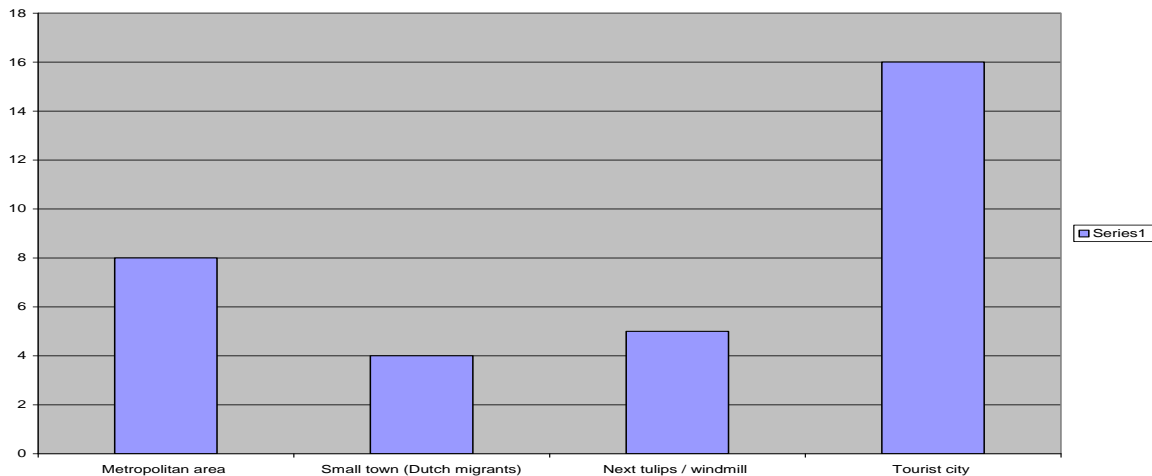
High Score: Dutch objects from home (51) / Dutch Contribution to NZ (41)

Note: The Survey offered **very clear demand** for both Objects from Home / Contribution to NZ

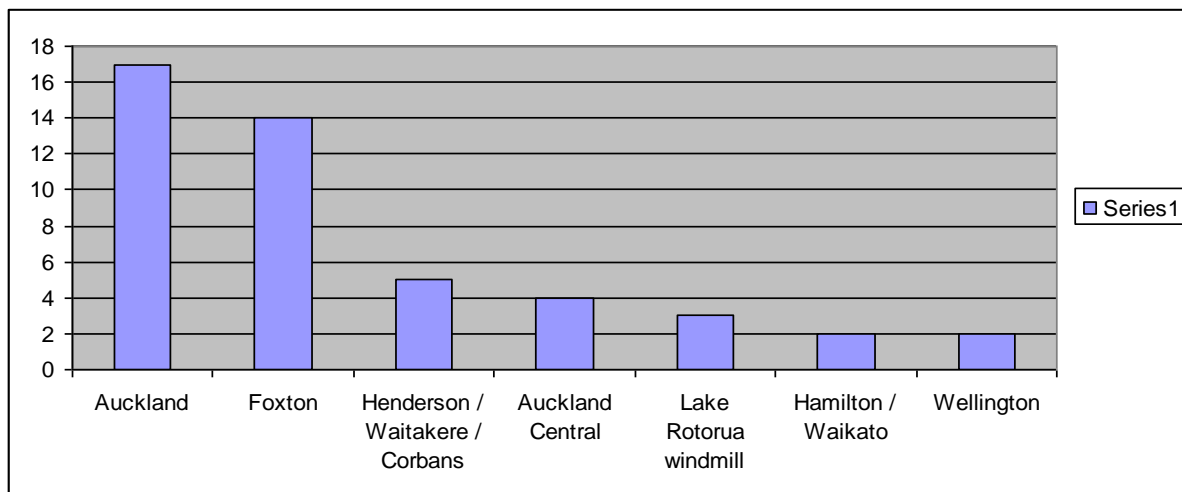
High level spontaneous mentions: Photos of migrants and achievements (4)

4. Location (1) – Following standard options

High Score: Tourist city (16)



Location (2) – Spontaneous answers (To be *more heavily weighed* than standard)



Note: Since some 80% of respondents are from Auckland and would be prejudiced in regards to their suggested location, the score for Foxton should be rated as very high – probably as high as the combined score for Auckland / Central / Waitakere.

The importance of a symbol like a windmill for a Dutch museum therefore should be seen as very important. (There is no other obvious reason to choose Foxton as a location)

With the location for the Museum as the one topic that engenders hot debate, the two obvious locations are obviously Foxton and Auckland.

Within Auckland, both Waitakere City and Auckland Central are both contenders as a preferred location.

Important Note: Not many explanations were given as to the reasons for preferring one location over another. In the end, a **Feasibility Study** – taking survey results into account – will need to make recommendations as to the **economic feasibility** (not personal preferences) of setting up the museum in various locations.

Results - Questions

Question 1

Which groups of people constitute the prime audience / visitors / target market?

- Dutch migrants 45
- Their descendants 39
- Kiwis 27
- Dutch visitors from overseas 26
- Suggestions: School groups: 6 / Other 'visitors': 5 / Anyone interested in NL: 4 / Flemish: 2 / South Africans: 1 / Surinamers: 1

Question 2

What functionality should the Project provide to the Dutch (and wider) Community?

- Community centre 13
- Exhibition areas 47
- Performance space or auditorium 22
- Art space 9
- Café or bar or restaurant 36
- Social or entertainment area with *biljart* or *poppenkast* etc? 7
- Suggestions: Library: 4 / Shop: 4 / Bookshop + mags: 4 / Videos + films of Dutch achievements / Info resource / Language school / Hall of Fame for Dutch Kiwis / Flemish restaurant + beer / Pannekoekenhuis / Poffertjes / Playground / Children's corner / Photo shoot in costume

Question 3

What should be displayed / exhibited / featured?

- Multimedia displays on the Dutch waves of migration 34
- Dutch NZ art exhibitions 32
- The Dutch contribution to NZ: eg multimedia displays on sports, economic, arts 41
- Migrant memories home, origins Dutch culture – eg klederdracht, kant, Delfts blauw 51
- Suggestions: Dutch products sourced here: 2 / Photos of successful migrants + achievements: 4 / Modern Holland / Dutch language influence / Origins of Dutch and Afrikaans / Netherlands info and pics / Role of Friesian cows / Veteranen legioen / Not 'folklore'

Question 4

What should the location be for the Project and why?

- A metropolitan area 8
- Small town with substantial Dutch settlement 4
- Next to a tulip field or windmill 5
- Tourist city / destination 16
- Suggestions: Auckland: 17 / Foxton: 14 / Henderson or Waitakere or Corban's: 5 / Central Akld or Tank Farm: 4 / Suburb near city / Hourea or Mourea between lake Rotorua and Rotoiti (with windmill?): 3 / Hamilton or Waikato: 2 / Holland House: 2 / Wellington: 2 / Rotorua / Christchurch / Taupo / Hauraki Plains

Question 5

What local support could the Project possibly receive in that location?

- Land 13
- Building 13
- Funding 7
- Resources 5
- Logistics 6
- Business sponsorship 18
- Suggestions: Local Dutch: 5 / Foxton local authorities: 2 / Foxton local community / Land and resources Henderson: 2 / Auckland city council

Question 6

What kinds of contributions or donations in kind are realistic to expect from individuals and the Dutch Community?

- Dutch heritage items 29
- Traditional costumes 15
- Contemporary art pieces 11
- Suggestions: Flemish items: 2 / Photos and stories: 2 / Books on Holland / Photographs from Ans Westra and Karel Lorier / Items on Long Term loan

Question 7

What amount of financial contribution could realistically be forthcoming from your local Dutch Community for an engaging Museum Project?

- minimum from individuals: 20 - 50 How many individuals:
- minimum from your Organisation: 100 – 500 - 1000
- maximum from individuals: How many individuals:

- maximum from your Organisation:
- Suggestions:

Question 8

Do you have any ideas for sponsorship or funding possibilities

- Business / corporate: ABN AMRO / Rabo Bank /
- Dutch organisations / groups in NZ:
- Dutch or NZ government authorities:
- Dutch or NZ funding organisations: Willem de Zwijger Fonds
- Suggestions: Philips: 7 / Heineken: 6 / Shell: 5 / ABN AMRO: 5 / Lotteries Commission: 5 / Embassy: 4 / KLM: 4 / Rabobank: 4 / ASB Bank Charitable Trust: 3 / Ministry of Culture: 2 / Stella: 2 / NZ Netherlands Bus Assoc / Rembrandt / Lockwood / Nutricia / Moccona / Prins Bernard Fonds / NZ Ministry Tourism / Tour operators

Question 9

Do you have any ideas for fundraising options?

- Fundraising concerts or performances or dinners 11
- Art auctions 7
- Corporate involvement 2
- Suggestions: Raffles: 7 / Belgian cafes: 2 / Home dinners: 2 / Auctions / Coffee mornings / Dutch art exhibition at museum / Levy all Netherlands NZ Societies / Displays at market days / Dutch Philharmonic orchestra concert / Dance evening / Garage sales / Invite well-known Dutch artist for concert / Big festival with donated goods & services

Unprompted suggestions

- Expand Holland House with exhibitions / performances
- Encompass our initiative in an Immigrants Museum: 2
- Include other Migrants exhibitions 2
- Do more with the Te Papa Immigrants exhibition 2
- Become part of War Memorial Museum
- Become part of existing Museum
- Create Letterhead and Website
- Involve Petrus van der Schaaf, ex-fundraiser NZ Foundation for the Blind (366 0377)
- Involve Rodney Wilson, Director Auckland War Memorial Museum (Dutch partner)

Question 10 - Can you or your Organisation contribute to turn this Project into reality?

Question 10 – Time etc

Name: Yolande_van de Wetering

Contact Details: 61 Arney rd, Remuera / upsidownihug.co.nz / 520 0045

Time (how many hours):

Expertise : Applications to charitable trusts / Accountancy / Kunst(nijverheid)

Role on the Trust / Executive Team / Board:

Name: ___Berend Metz

Contact Details: __Berendmetz@xtra.co.nz

Time (how many hours): On request

Expertise (how could you help): Marketing / Business Planning

Role on the Trust / Executive Team / Board: On request

Name: Fien de Jong

Organisation: Rederijkers

Contact Details: 622 2257

Time (limited):

Name: Janny Muys

Contact Details: 2 / 208 Hillsborough Rd, Auckland, jannymuy@ihug.co.nz

Time (possibly)

Any display Materials relating to Dutch Immigration: possibly

Question 10 - Role etc

Name: A Kelderman

Contact Details: Waitakere City

Role on the Trust / Executive Team / Board:

Name: Tina Soons & Gerard Martens

Contact Details: Ons Dorp

Time :

Role on the Trust / Executive Team / Board:

Name: __Frank Schuurman

Contact Details: __388 Waimarie Rd, Whenuapai, Auckland / 416 9349

Time (how many hours): 1 day per week

Expertise (how could you help): horticultural knowledge

Role on the Trust / Executive Team / Board: possibly

Question 10 – Financial contribution etc

Name: G Th Ankersmit

Contact Details: 16 Four Trees, Howick, Auckland

Financial Donation (how much):

Name: H Wientjens

Organisation: _NZ Netherlands Organisation

Contact Details: _14 T? Place, Masterton

Financial Donation: ?

Any traditional original Dutch Heritage display materials:

Name: Marijke Bergers

Contact Details: 69 Mellons Bay Rd, Howick, Auckland

Financial Donation (how much):

Any traditional original Dutch Heritage display materials:

Name: _Sabine Berkman

Organisation: ___Dutch Language School

Contact Details: 817 2764

Financial Donation (how much): \$50

Expertise: Create Kids display

Any display Materials relating to Dutch Immigration: Old Dutch children's Books

Any traditional original Dutch Heritage display materials: Old Dutch children's Books

Name: Mia Denee-Sieger

Contact Details: 8/4 Sarawia Str, Newmarket, Auckland / 525 44167 (?)

Financial Donation (how much):

Name: Westra

Contact Details: 9 Glade Place, Auckland

Financial Donation (how much):

Name: Wilhelmina Klazien Pausma

Contact Details: 37b The Parade, St Heliers, Auckland 1005 / 575 4405

Some time

Financial Donation (how much):

Any traditional original Dutch Heritage display materials: Want so include in will. But needs to discuss with family

Name: Maria Nicholls

Contact Details: Ons Dorp

Financial Donation:

Name: R. de Jong

Contact Details: 23 Shetland Str, Glen Eden

Financial Donation: Small

Name: Helen Janssen

Contact Details: Ons Dorp

Financial Donation (how much):

Any display Materials relating to Dutch Immigration:

Any traditional original Dutch Heritage display materials:

Name: Rina & Joop Storm

Contact Details: Ons Dorp

Time: A few years

Fundraising

Financial Donation (how much):

Name: Chris & Willy van Glabbeek

Contact Details: Ons Dorp

Financial Donation:

Name: Emma van den Berg

Contact Details: 606 Pioneer Highway, Palmerston North

Fundraising (how could you help): Make a Quilt for a raffle

Financial Donation (how much): Donation

Name: _Mrs A van der Haak

Organisation: Auckland Dutch Dancers

Contact Details: _43 Lanigan Str, Birkdale, North Shore City, Auckland

Fundraising (how could you help): Dance performance

Question 10 – Displays etc

Organisation: Dutch Club Whangarei

Contact Details: _1/9 Haronui Str, Whangarei

Any display Materials that signify the Dutch contribution to building New Zealand:

Any traditional original Dutch Heritage display materials:

Name: Marja van den Bemd

Contact Details: 11 Tanui Terrace, Mangere Bridge, Auckland

Local or regional liaison (our local contact): possible

Financial Donation (how much): small

Any display Materials that signify the Dutch contribution to building New Zealand: possible

Any traditional original Dutch Heritage display materials: possible

Name: J & E Kampman

Contact Details: 141 Summerhill Drive, Palmerston North

Any display Materials that signify the Dutch contribution to building New Zealand:

Name: Fam van Wijngaarden

Contact Details: 15 Riverview Rd, New Lynn, Auckland

Any traditional original Dutch Heritage display materials: Brass candelabra, War memorabilia

Name: _?_____

Contact Details: __PO Box 38899, Howick, Auckland

Any display Materials relating to Dutch Immigration:

Any traditional original Dutch Heritage display materials:

Name: Joop Schiphorst

Contact Details: 3 Gardener Str, Levin, 06 368 1970

Any display Materials relating to Dutch Immigration:

Any traditional original Dutch Heritage display materials:

Name: Corrie van der Hulst

Contact Details: PO Box 21 648, Henderson

Any traditional original Dutch Heritage display materials: Furniture / Cultural items / Costumes

Name: Dawn Dorrestein

Organisation: NZ Netherlands Society

Contact Details: PO Box 30060, Lower Hutt, Wellington / 04 938 2378 /
cd.dorrestein@paradise.net.nz

Time (how many hours):

Local or regional liaison (our local contact): Depends on where museum situated

Fundraising (how could you help): Raffles

Any display Materials relating to Dutch Immigration: Quite a bit

Any traditional original Dutch Heritage display materials: Few items

Name: Toos Wijdeveld

Contact Details: Waitakere Gardens – A302/15, Selwyn Peacock Drive, Waitakere City

Fundraising (how could you help):

Any display Materials relating to Dutch Immigration:

Any traditional original Dutch Heritage display materials: