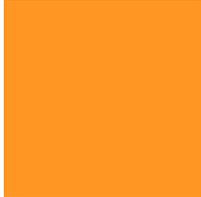




## A National Dutch Museum Centre



Alleen als u dat wilt...



Hoe Wie Presentation, Arjan van der Boon  
25 October, 2008



## Part 1 - We've Got a Great Story to Tell!

- **Abel Tasman** gave the country its first European name 'Staten Land' in 1642. A few years later it was renamed - **Nieuw Zeeland** - after one of the Dutch provinces
- We were here right from the Pakeha start, in the 1840s with a bierbrouwer **Samuel Polack** in Kororaraka - then considered the 'hellhole of the Pacific'
- One of our most visionary and influential Treasurers and Premiers ever, **Sir Julius Vogel**, was of Dutch descent. In the 1860s/1870s, he greatly expanded our network of roads, railways, bridges and telegraph lines. Founder of the Otago Daily Times
- NZ cultural icons like **Lockwood homes**, **Vogel's bread**, **Rembrandt suits** and **Verkerk's deli** products were created by Dutch migrants who arrived in the '50s / '60s
- Wellington's thriving coffee scene started in the 60s and 70s with **Suzy van der Kwast**
- Large parts of our Friesian herd originate from Friesland. Fonterra's Chairman, **Henry van der Heyden**, is of Dutch immigrant farming stock, as are many members
- Sports stars of national fame like **Kees Meeuws** and **Yvonne Willering**
- Artists like 19<sup>th</sup> century **Petrus van der Velden**, and 20<sup>th</sup> century **Theo Schoon**, **Ans Westra**, **Leon van den Eijkel**, **Miriam van Weezel**
- High profile individuals like **Carla van Zon** and **Harry Duynhoven**
- Too many academics to mention...



### Part 2 - We want our Identity Back. Be Visible! No longer Invisible!

- You want this - Luit Bieringa told us so  
(And he was critical, if not slightly skeptical...)
- Your kinderen en kleinkinderen want this
- We've got Issues to Resolve: Our old people (zorg, loss of language) / AOW / Losing our language and culture / Other?
- We've got Opportunities: Closer ties with the Netherlands (students, trade, art, culture, international cooperation)
- 150,000 people or almost 4% of the population is of Dutch descent (1<sup>st</sup> - 4<sup>th</sup> generation migrants )
- Still, we are the 'Invisible Immigrants' - Let's claim back who we are, our culture, our language, our values
- The Dutch immigration waves (1950s /1960s) are NOT mentioned by Michael King in his Penguin History of New Zealand (unlike the Chinese, Dalmatian, Irish, Scandinavian, German, French, Italian, Polish, Samoan, Tongan and Kampuchean immigrants and the Vietnamese boat refugees)



## Part 3 - Two Models of Immigration

### We Now Need a Place for Our Times



## Even Rechtzetten - Let's Rectify a Misconception

### The Dutch Connection IS NOT...

- Not about the Netherlands
- Or about the Dutch

### The Dutch Connection IS...

- About our Story / Ons Verhaal
- About Dutch New Zealanders - About You! For You! Your children and grandchildren
- About us Kiwis: New Netherlanders / Nieuw Nederlanders

### The Dutch Connection will be MUCH MORE than a Heritage Museum

- A place to celebrate the past / Live the present / Build the future

### The Dutch Connection will be MUCH MORE than a Museum

- A national Cultural Centre for all of us Nederlanders
- A place to congregate - To be and feel Dutch
- A vibrant, dynamic place to gather - Individually, in Groups, as a Community
- A centre that's embracing - For us, for visitors, for all New Zealanders



### As per our Constitution and our Architectural Facilities Brief

- The Dutch Connection will be a museum centre that's aligned with the national Strategy for the Museum Sector in New Zealand (2005)
- **“Museums help people understand their world** by using objects, ideas and art to interpret the past and present, and to explore the possible future.”
- **“Museums are places where communities come together** to explore their cultural and artistic heritage, to discuss topics of current interest, or simply to pursue leisure or entertainment activity. They are shared community spaces.”
- As **beschermers or kaitiaki** (guardians), we aim to preserve and research those objects, collections of art, and information that are important to the Dutch community - on their behalf - and hold them in trust and make them accessible to society
- As per the Strategy, we aim to be an important **“educational, cultural and recreational resource”**. Museums are places where New Zealanders and visitors identify, learn about and celebrate our national identity and its formation - centres of learning that contribute long term value to communities by contributing to our social, economic and cultural well-being and development.
- We also aim to fulfil our key role in the debate about the **“nature of our bi-cultural society and its other multi-cultural influences”**, and in “exploring and evaluating those influences and the nature of our society”.
- The modern approach for museums is to provide **civic and community spaces** - gathering places for people to meet and spend time with families and friends and others. They are increasingly a **meeting ground** for communities, and the latest developments in museum buildings provide spaces that are **open, transparent and accessible** to visitors and to the communities of which they are part.



### Een Stukje Geschiedenis - A Quick Overview

- In 2005, the **Dutch Heritage Museum Trust** was formally established, and discussed its initial Museum concept widely within the Dutch Community in New Zealand
- In March 2006, the Trust distributed a **Survey** among the Dutch Community (organisations / individuals throughout the country), which replied they **supported this initiative**
- Since October 2006, the 11 NZ-NL Societies and the Federation have provided financial and other support. In March 2007, they advised to **select Foxton as the Museum Centre location**
- **\$10,000** in funding was received in 2007, from founding sponsor the New Zealand Netherlands Foundation, to engage the services of Museum expert Luit Bieringa to conduct a **Qualitative Feasibility Study** - through in-depth consultation with the Dutch Community. His work helped finalise the overall **Direction and Concept for the Museum Centre**
- **\$27,000** in funding was received in 2008, from the Wellington NZ-NL Society, to engage the services of consultant Daan Schneiders to conduct an **Economic Feasibility Study** and create a set of foundation documents (Constitution / Architectural Brief / Policies)
- **\$4,500** contributed by the ex-Van Diemen village project
- **\$30,000** in consultancy services committed by Den Coop, resource consent consultants
- **\$100,000 in capital funding** committed by Horowhenua District Council (for a building)
- **Over \$300,000** estimated value. **A suitable site for the Museum Centre**, close to De Molen to be made available by HDC (as formalised in a Memorandum of Understanding, in 2008)
- **?000,000s** - HDC set to **share facilities** in its planned Library / Community Centre building
- **Total gifted or committed to date: Value of \$500,000 - \$1 million**



## Our Jointly Chosen, Ideal Location: Foxton

Selected unanimously by the Dutch Community as its preferred museum location in 2007, after a nationwide Location Analysis recommended 5 location options in the North and South Island

- Replica 17<sup>th</sup> Dutch century windmill ‘De Molen’ (30m high) attracts over 30,000 visitors p.a.
- Within 2-3 hour driving distance of 19% of all ‘Nederlanders’ (NZ-ers of Dutch descent)
- Central location, in the middle of North + South Island / In NZs ‘Geographic Centre’
- 1 million people within a 2 hour radius
- Next to State Highway 1, with 3.5 million vehicles p.a. coming through
- Strong District Council support (funding / infrastructure / consent / lobbying / site)
- Easy access and parking / Developing museum and tourist town / Beach destination

A **Memorandum of Understanding** was signed with Horowhenua District Council. The Dutch Connection was included in their long term strategic plan, which has Foxton as tourism centre for the region. HDC will make Capital Funding of \$100,000 available



## Our prospective Visitors

**Goal: Attract some 40,000 visitors p.a. (some 130 per day, 6 days per week)**

- **Dutch migrants** living in NZ (some 40,000\*) - Celebrate pride in their achievements and heritage
- **Kiwis of Dutch descent** (more than 100,000\*) - Find out about their heritage
- **(Dutch speaking) Migrants** of South African / Flemish / Indonesian origin - Experience common backgrounds and roots
- **Kiwis of all ethnicity** with an interest in their country's history and culture, and/or topics of immigration / nation building / international connections
  - **Researchers and students** - At all levels, and from various disciplines
  - **School Groups** - Study and grow awareness
  - **Travellers** driving along State Highway 1, or visiting the region
  - **Grey Nomads** visiting the region - Retired people with an interest in educational travel, to smaller places
- **Community groups** in the Horowhenua district
- **Regional population** of the wider Manawatu / Wanganui / Horowhenua / Kapiti districts
- **International travellers**
  - Tourists from the Netherlands (28,000 p.a) / Germany (55,000 pa) etc- Discover how their countrymen / relatives / fellow Europeans fared
  - Tourists passing through on their way to and from Wellington
  - Wellington cruise ship visitors
- **Virtual web visitors** from throughout New Zealand, the Netherlands and other parts of the world

\* Figures based on Netherlands Embassy information. New Zealand Census figures are flawed. Numbers almost double on those 2 occasions when the ethnic choice 'Dutch' was explicitly listed in the census



## 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 Values:

- Strongly linked into and representative of the wider Dutch Community
- Collaborative
- Creative
- Dynamic and Innovative
- Professional and Business-like



## Purpose - What we're all about:

“Celebrate the Many Lively Connections Between Nederland and Aotearoa / New Zealand”

- **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



## Building Option 1 - Stand Alone Version



## Building Option 1 - Stand Alone Version



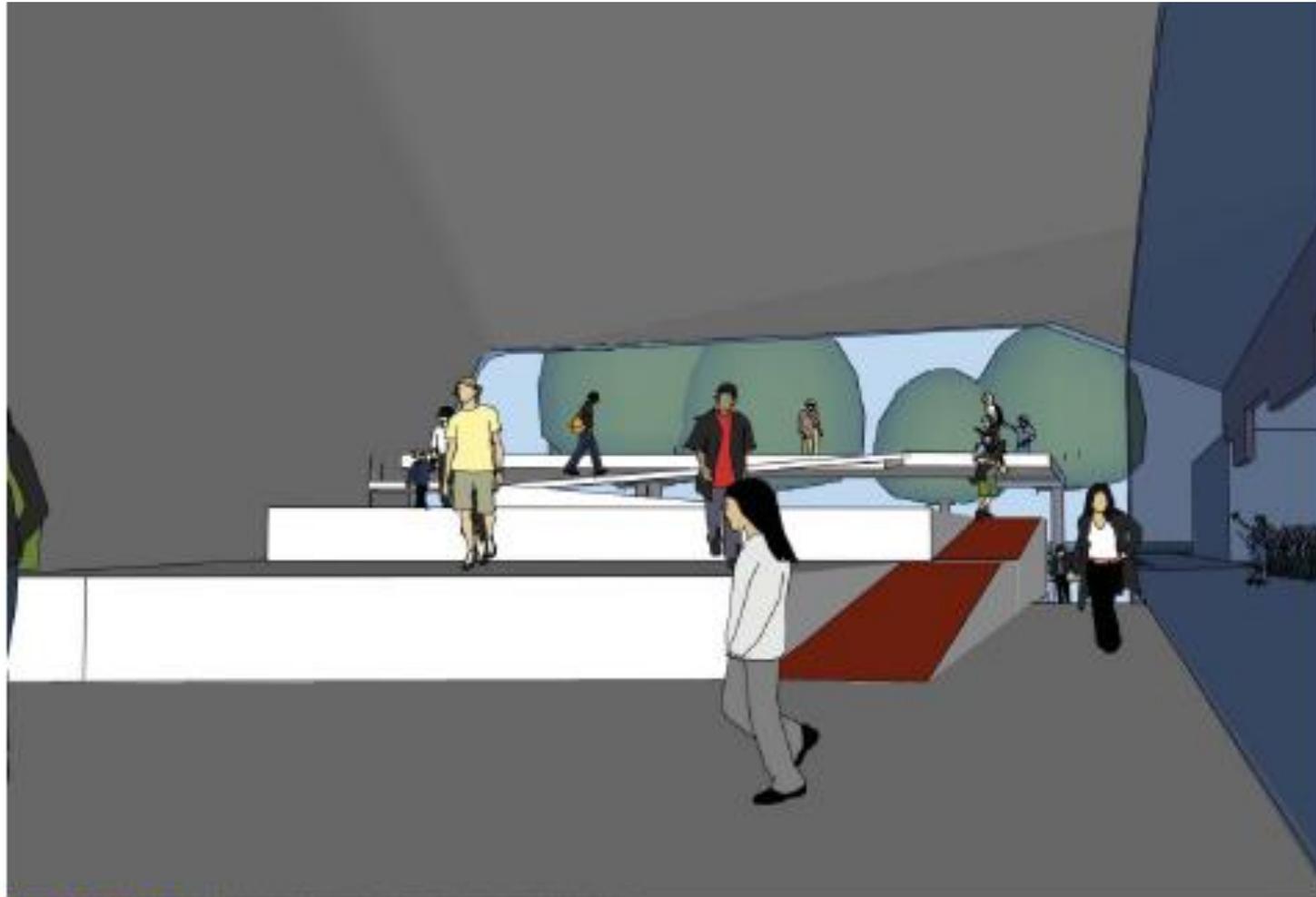
## Building Option 1 - Stand Alone Version



**petebossley** DUTCH CONNEXION MUSEUM - FOXTON AERIAL WITHOUT ROOF SCALE 8:11111111 SK



## Building Option 1 - Stand Alone Version



**petebossley** DUTCH CONNEXION MUSEUM - FOXTON INSIDE ENTRY SCALE @ 1/4" = 1'-0" SK



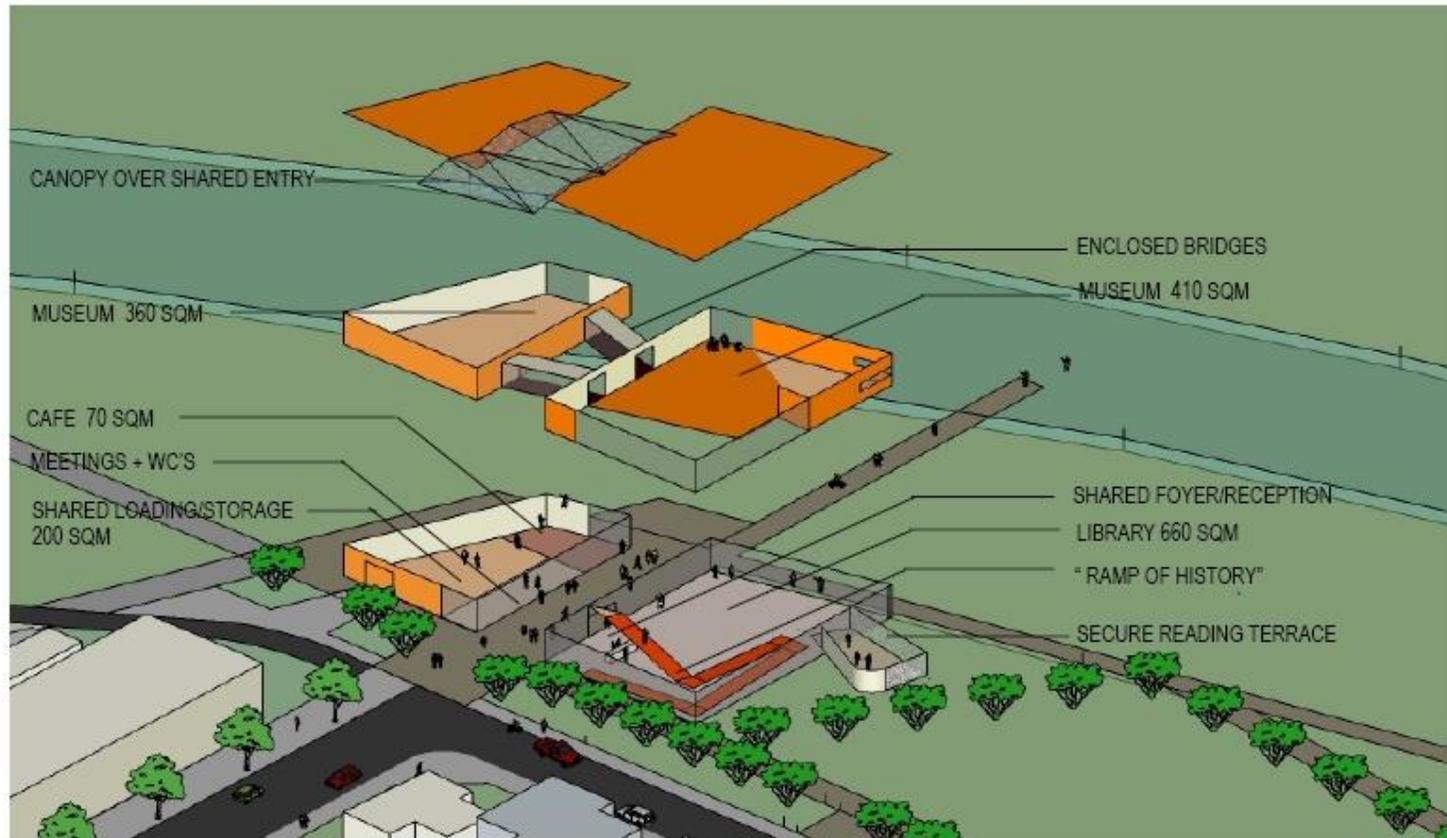
## Building Option 2 - Shared Facilities Version: with Council Building



## Building Option 2 - Shared Facilities Version: with Council Building



## Building Option 2 - Shared Facilities Version: with Council Building



### Most Costly Scenario - 'Stand-Alone' Building

Capital Costs: \$5.5 million \*

- Planning, design and consultancy fees
- Construction costs
- Fittings, furnishings and equipment
- Design, preparation and installation of initial displays

### More Favourable Scenario - 'Combined Facilities' Building (with Council)

Capital Costs: \$4.4 million \*

- \* Capital costs based on Economic Feasibility Study - Available on Request, and on Website  
The proposed building would combine two levels (2 storeys: 1000 m<sup>2</sup>).  
Based on investigated examples and current rates (July 2008).



## Opportunities to Attract Capital Funding: \$5 - \$6 million

■ National government / Ministry of C&H	\$0 - 1 million
■ Local Government (Partly in kind: land, permissive consents, rates)	\$0 - 0.5 million
■ Funding organisations (Lottery Environment & Heritage)	\$1 million
■ Dutch Government / Non-profit organisations	\$0.4 million
■ NZ/Dutch corporate and business sponsorships	\$0.6 million
■ Donations / Fund-raising / Bequests (De Molen in Foxton raised \$0.8)	\$1.8 million
■ Major gifts wealthy individuals	\$1 million
■ Endowment Fund	\$0.2 million p.a.
<b>Total</b>	<b>&lt; \$6 million</b>

\* Figures are based on initial research, are indicative only and need to be further validated and finalised



**Option 1 – Economic Profile:** After year one the museum has a yearly shortfall of around \$160K.

Category	Cost Year One	Cost Year Two onwards
<b>Capital Cost</b>		
Building	\$5,500,000	\$0
Permanent Collection	\$450,000	\$0
<i>Total</i>	<b>\$5,950,000</b>	<b>\$0</b>
<b>Operational Cost (per year)</b>		
Running costs (building)	\$175,000	\$175,000
Staff	\$210,000	\$210,000
Collection (including transport and insurance)	\$165,000	\$165,000
Marketing (including web site)	\$90,000	\$40,000
<i>Total</i>	<b>\$640,000</b>	<b>\$590,000</b>
<b>Revenue (per year)</b>		
Admissions @\$6.00 aver.	(\$294,000)	(\$222,000)
Merchandising/shop	(\$50,000)	(\$50,000)
Facilities (events, activities)	(\$20,000)	(\$20,000)
Sponsors/ project support	(\$25,000)	(\$35,000)
Membership @ \$40.00	(\$40,000)	(\$80,000)
Donations/ miscellaneous	(\$25,000)	(\$25,000)
<i>Total</i>	<b>(\$454,000)</b>	<b>(\$432,000)</b>
<b>Capital Funding</b>		
<i>Total</i>	<b>\$6,136,000</b>	<b>\$158,000</b>

\* Based on the figures supplied in the Economic Feasibility Study, August 2008

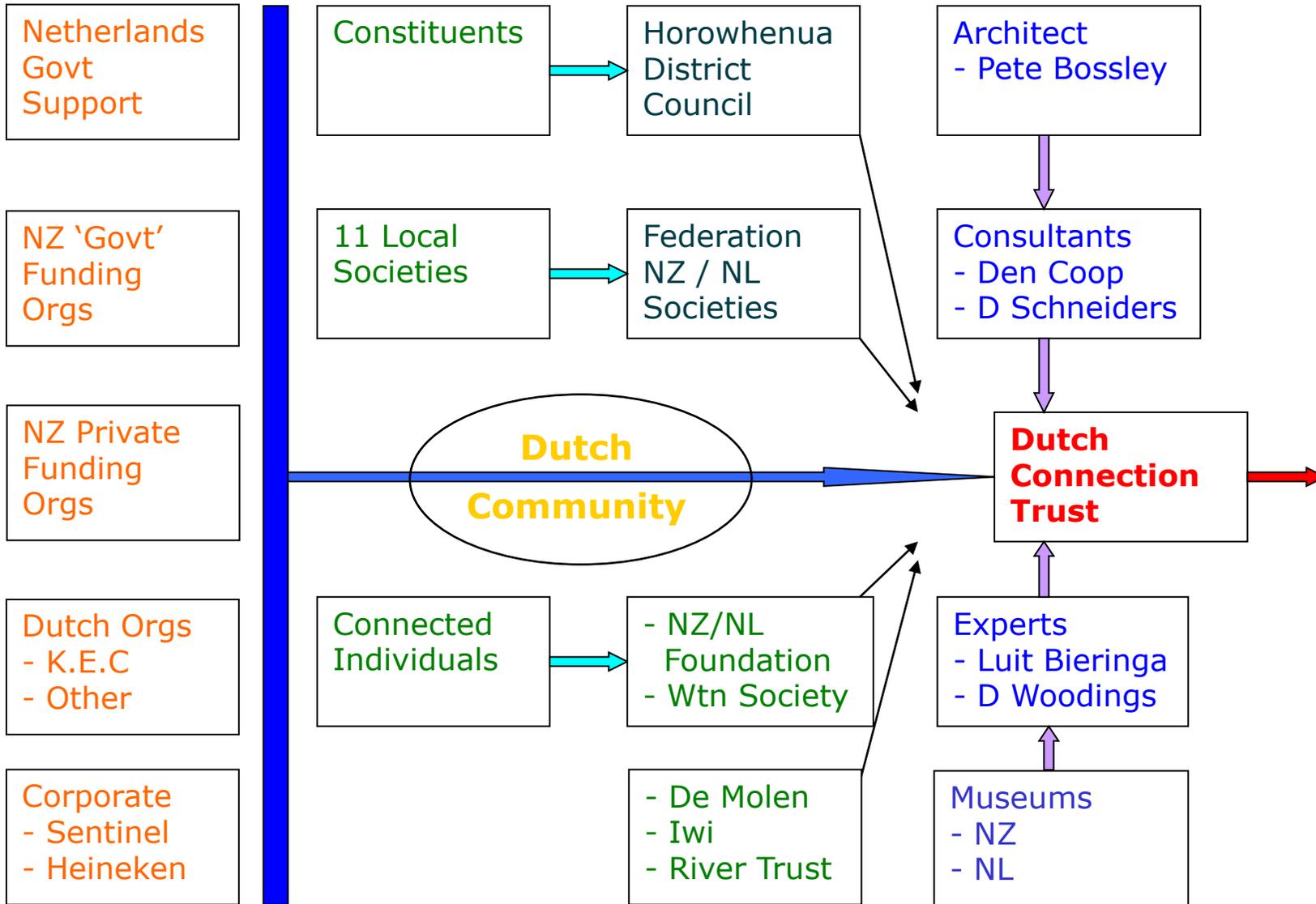


**Option 2 – Economic Profile:** The museum has a yearly shortfall of around \$51K.

Category	Cost Year One	Cost Year Two onwards
<b>Capital Cost</b>		
Building	\$4,400,000	\$0
Permanent Collection	\$450,000	\$0
<i>Total</i>	<b>\$4,850,000</b>	<b>\$0</b>
<b>Operational Cost (per year)</b>		
Running costs (building)	\$122,500	\$122,500
Staff	\$178,500	\$178,500
Collection (including transport and insurance)	\$165,000	\$165,000
Marketing (including web site)	\$63,000	\$28,000
<i>Total</i>	<b>\$539,000</b>	<b>\$494,000</b>
<b>Revenue (per year)</b>		
Admissions @\$6.00 aver.	(\$308,700)	(\$233,100)
Merchandising/shop	(\$50,000)	(\$50,000)
Facilities (events, activities)	(\$20,000)	(\$20,000)
Sponsors/ project support	(\$25,000)	(\$35,000)
Membership @ \$40.00	(\$40,000)	(\$80,000)
Donations/ miscellaneous	(\$25,000)	(\$25,000)
<i>Total</i>	<b>(\$468,700)</b>	<b>(\$443,100)</b>
<b>Capital Funding</b>		
<i>Total</i>	<b>\$4,910,300</b>	<b>\$50,900</b>

\* Based on the figures supplied in the Economic Feasibility Study , August 2008





**FINANCIAL SUPPORT**

**ADVICE**

**FINANCIAL SUPPORT**

**INPUT / ACTIVITIES**

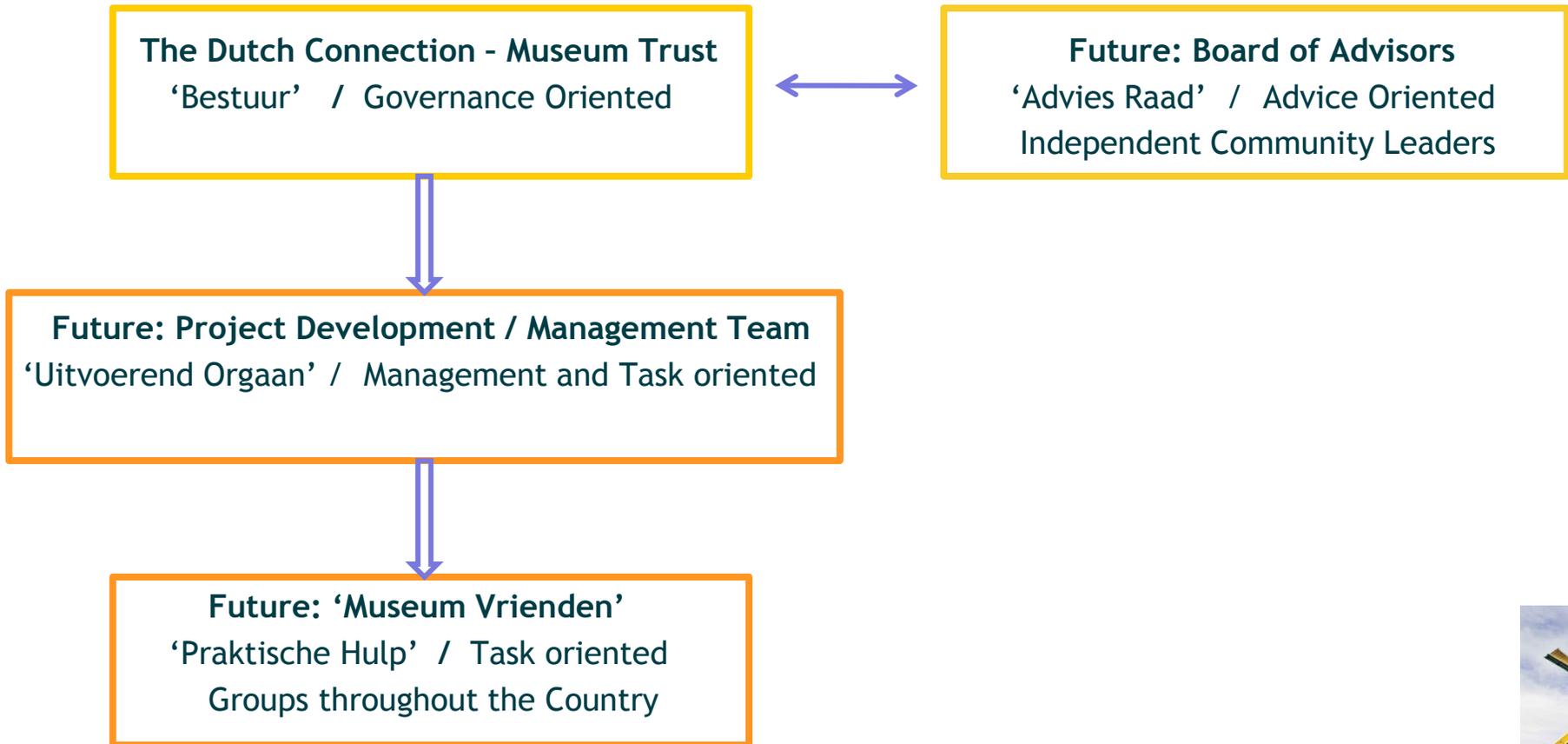
**FINANCIAL SUPPORT**

**EXPERTISE**

**DECISIONS**

**IMPLEMENTATION**

## The Way to Manage the Project



### What's in the Box? 2-3 Years of Preparations Work

- **A high level Business Plan**, created to present the framework for The Dutch Connection project to interested parties to gauge support, and outline the way forward
- The **Location Study** (2006) resulted in the Dutch Community unanimously selecting Foxton as the preferred location for a Dutch Museum Centre
- A **Memorandum of Understanding** (2008) with Horowhenua District Council will secure a site in Foxton
- Engagement of museum consultant Luit Bieringa led to a **Qualitative Feasibility Study** and a **Concept** for the Centre that can create ongoing visitor interest (2007)
- A **Constitution and a Collection Policy** act as the foundation documents for educational and exhibition policies and an Architectural Brief (2008)
- A detailed **Quantitative Feasibility Study** (2007/2008) outlined 2 options for a sustainable business model
- **Two sets of Draft Architectural Sketches** by architect Pete Bossley for 2 options:
  - A stand-alone facility
  - A facility combined with a Council building
- **And Much More...**



## Our Generation's Opportunity To Hand a Beautiful Gift to the Generations After Us

- Our Museum in a Box...
- Will it Remain a Dream? Or can we Make it Real?
- It's Up to You! Up to All of Us!
- We need your Support
- Museum Trust - We can't establish a National Museum Centre, just by ourselves
- We need everybody's help!
- This is a multi-million dollar project. It requires a professional approach
- We need start-up capital
- We need volunteers



**Required Start-Up Capital:       \$200,000**

**Project Manager:                       \$75,000 for one year**

- Salary; office costs; expenses; travel
- Manage project implementation according to timeline and budget; Initiate and manage required tasks (eg resource consent process, etc); Manage communications and stakeholder liaison; Administration

**Fundraising Manager:               \$125,000 for one year**

- Salary; office costs; database and website set up costs; design / printing; direct mailings; prospectus; event costs; expenses; travel
- Finetune / implement Fundraising Strategy; Raise awareness / profile of Museum Project; Produce a database and website; Create a prospectus and promotions materials; Mailings and newsletters; Run events; Administration



## Required Volunteers

### Trust Members (3)

### Make the Project Happen

- Secretary - Skills Required: Administrative / Organisational / Governance
- 2 \* General - Skills Required: Fundraising / Funding / Commercial Sponsorships / Dutch Community Liaison

### Advisory Board (6 - 10)

### Guide the Project

- Chairperson - Skills Required: Leadership / Governance
- General - Skills Required: Advice / Governance / Lobbying and networking

### 'Museum Vrienden' (many)

### Help the Project

- Group Members - Skills Required: Energy and enthusiasm / Local networks / Collect and temporarily store Museum Collection items in your area / Participate in fundraising activities / Promote the Museum
- Local Coordinators - Skills Required: Coordinate local activities / Organise fundraising or events
- National Coordinator - Skills Required: Organisational and social skills / Ensure that all local groups can function well, and in unison



## High Level Timeline

- |  |                |
|--|----------------|
| ■ Location Study                                   | 2006 / 2007    |
| ■ Qualitative Feasibility Study                    | 2007           |
| ■ Finalise Concept and Ideas / Consultation        | 2007           |
| ■ Quantitative Feasibility Study                   | 2007 / 2008    |
| ■ Architectural Facilities Brief                   | 2008           |
| ■ Detailed Project Management Plan                 | 2009           |
| ■ Fundraising Plan                                 | 2009 / onwards |
| ■ Consent Process / Building Design / Construction | 2009 / 2010    |
| ■ Design / Set up Exhibitions                      | 2009 / 2010    |
| ■ Opening  | 2010 / 2011    |

## ‘Organic Growth’ Options

Dependent on success of previous stages and available capital

**Stage 1.** - One Permanent Exhibition Room / Temporary Exhibition Room

**Stage 2.** - Next Permanent Exhibition Room / Café

**Stage 3.** - Next Permanent Exhibition Room / Auditorium



How can we make this happen?

Your Input. Your Ideas. Your Cooperation. Your Contribution.

