

## Decision-Making Matrix: Dutch Museum Location

This matrix reflects the conclusions of the representative organisations in the Dutch Community who were asked to discuss the preferred location for the Dutch Connection, within their organisation.

This matrix has enabled the Dutch Museum Trust – on behalf of the Dutch Community - to make a decision as to where The Dutch Connection should be established.

**Conclusion: The Dutch Connection Trust has unanimously decided that xxx should be the location for a Dutch Museum Centre**

Organisation	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	Reasons
<b>Museum Trust</b>	Tirau	Foxton	<p>Tirau: Numbers of people stopping over / Not far from Akld, Hton, Taupo / Pleasant atmosphere / Event Centre is nice building, good parking close to main street / Show funding providers 'your building' / Less financial risks: can sell building / Get the Museum up and running more quickly</p> <p>Foxton: Nice windmill / Windmill attracts visitor numbers / Existing tourist attractions complement a Museum / But also a few 'negatives'</p>
<b>Museum Exec</b>	Foxton	Tirau	<p>Foxton: District Council cooperation / Guaranteed number of visitors / Museum will act as main attraction in town / Future stop-over town, and fast development is supported by district strategic plan / Because of the overpowering presence of the windmill, Foxton will provide a 'total' Dutch experience for visitors (Museum is not 'just another' visit on the side)</p> <p>Tirau: Constant stream of visitor numbers in town / Suitable building available / Comparatively lower costs</p>
<b>Federation NL Socts</b>	Foxton		Foxton: Windmill / Central location / Good Site available / Council cooperation

<b>Whangarei</b>	Foxton		Overwhelming Foxton: Existing windmill / Dutch experience / Opportunity to buy existing building / Good support Council and community
<b>Auckland</b>	Foxton	Tirau	Foxton: Dutch experience with polderland / Easy access and parking / Council positive and cooperative  Tirau: Within driving distance of biggest city / Greater accessibility / on the route for Dutch visitors going to Taupo, Rotorua
<b>Rotorua</b>	Foxton		Foxton: Very important – Council support / Windmill / Central location, with easier access for South Islanders
<b>Waikato</b>	Foxton		Foxton: Ideal to have all venues together / Cost low for BNZ building / All venues close together  Tirau: Central with lots of traffic / Big local Dutch community / Nice cosy village
<b>Taranaki</b>	Foxton		Foxton: Presence of terrific working windmill / Cooperation of local council, incl financial /
<b>Wanganui</b>	Foxton		Foxton: Windmill / Main road
<b>Manawatu</b>	Foxton		Foxton: Windmill / Central location / Council cooperation
<b>Wairarapa</b>	Foxton		Foxton: Central location / Safe, easy turnoff in the town / No access problems
<b>Wellington</b>	Foxton		Foxton: Middle of NZ / Just off State Highway 1 / Close to capital (cruise boat excursions) / Safe turn-off to have a rest / Presence of windmill and murals / Other related attractions like flax museum, easter fair and historic museum / Council keen on assistance / Dutchman willing to contribute 1 year of work / Presence of a working Molen / Pannekoekenhuis etc complementary and in tune

			with rest of town
<b>Christchurch</b>	Foxton		Phone conversation. No written results yet
<b>Balclutha</b>			No results yet