Contents

The fullness with which you answer a question will vary according to the museum’s circumstances. Focus always on how your particularmuseum service1 operates.

If a question can be answered by including a copy of all or part of an existing document, please do so. Please do not include original documents.

# Module 3 Public Programmes (including exhibitions)

Kowae 3 Kaupapa Tümatanui (me ngä whakaaturanga)

3.1 Public Programmes 02

3.2 Exhibition Renewal 03

3.3 Exhibition Loans 04

3.4 Objects and Taonga on Display 05

Module 1: Governance, management and planning

1 The word ‘museum’ is used to include any museum, art gallery, iwi museum/cultural centre, historic place, open air museum, heritage or marae collection, science centre, or exhibition centre.

© Museum of New Zealand Te Papa Tongarewa New Zealand Museums Standards Scheme Ngä Kaupapa Whaimana a Ngä Whare Taonga o Aotearoa

3.5 Caring for Objects and Taonga   
on Display 06

3.6 Delivering Educational   
Programmes 07

3.7 Planning Educational   
Programmes 08

3.8 Evaluation 09

3.9 Research 10

3.10 Publications 11



Module 3: Public Programmes (including exhibitions)02

Objective: A range of public programmes serve the museum’s communities.

Standard: The museum develops and implements a number of public programmes appropriate to its stated purpose, its size, its resources, and its communities.

(Note: the term ‘public programme’ includes exhibitions, workshops, tours, demonstrations, illustrated lectures, performances, day schools, community events and educational programmes.)

# 3.1 Public Programmes

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| What is the range of activities you will cover in your public programmes? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Current year’s schedule of public programmes covering a number of different activities | | | |  |  |
| 2 | Policy or statement on the visitor experience, including statement about target audiences | | | |  |  |
| 3 | Regular consultation with iwi and hapü groups | | | |  |  |
| 4 | Regular consultation with other user groups and potential user groups | | | |  |  |
| 5 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Objective: Fresh exhibitions and new ideas keep visitors and other users coming back to the museum.

Standard: The museum can show that it has a schedule of refreshing its own exhibitions, developing new exhibitions and hosting touring exhibitions.

# 3.2 Exhibition Renewal

Module 3: Public Programmes (including exhibitions)03

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How often do you update or change your exhibitions? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Two year programme for the museum’s own exhibitions | | | |  |  |
| 2 | Two year programme for touring exhibitions | | | |  |  |
| 3 | Professional development for exhibition staff on display concepts and techniques | | | |  |  |
| 4 | Brief statement outlining display activity and changing approaches and methods | | | |  |  |
| 5 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



# 3.3 Exhibition Loans (see 2.5)

Module 3: Public Programmes (including exhibitions)04

Objective: Lenders are assured that objects and taonga will be displayed adequately, receiving appropriate care and security, and respecting copyright issues.

Standard: The museum can show that procedures are in place covering tikanga, transport, insurance, receipting, handling, condition reporting, security, photography and packing in compliance with loan agreements.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| What procedures are in place for receiving loan exhibitions and items? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Formal loan agreement that includes: statement on transport, insurance, receipting, handling, condition reporting, security, photography, packing procedures | | | |  |  |
| 2 | Delegated responsibilities | | | |  |  |
| 3 | Samples documents (eg. loan agreements, receipts, condition reports, insurance notes, packing checklists) | | | |  |  |
| 4 | Facilities reports | | | |  |  |
| 5 | Policy on procedures for receiving taonga Mäori | | | |  |  |
| 6 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Objective: The visitor can engage with the objects and taonga on display.

Standard: The museum uses effective display and interpretive methods.

# 3.4 Objects and Taonga on Display

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| What methods are used to enhance the visitor experience of the museum’s exhibitions? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Exhibition concept plan | | | |  |  |
| 2 | Exhibition design brief | | | |  |  |
| 3 | Interpretive devices suited to target audience | | | |  |  |
| 4 | Sequencing of visitor experience | | | |  |  |
| 5 | Captions and signage | | | |  |  |
| 6 | Exhibition installation follows brief | | | |  |  |
| 7 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 3: Public Programmes (including exhibitions)05

Objective: Objects and taonga on display are kept in best condition, are safe from theft and vandalism, and do not endanger visitors, or staff or other museum users.

Standard: The museum can show that preventive conservation measures, environmental controls and security have been addressed in the public galleries and display areas.

# 3.5 Caring for Objects and Taonga on Display (see 2.7, 2.8, 2.9, 2.10)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| What measures are taken to secure the safety and security of objects and taonga on display? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Conservation guidelines for displays | | | |  |  |
| 2 | Security guidelines for displays | | | |  |  |
| 3 | Display checklists | | | |  |  |
| 4 | Health and safety checking procedures | | | |  |  |
| 5 | Closed-circuit television | | | |  |  |
| 6 | Sightlines/mirrors | | | |  |  |
| 7 | Barriers/ropes/stable plinths | | | |  |  |
| 8 | Visitors’ bag check | | | |  |  |
| 9 | Signage | | | |  |  |
| 10 | Hazard audit | | | |  |  |
| 11 | Smoke detectors | | | |  |  |
| 12 | Sprinkler systems | | | |  |  |
| 13 | Key control | | | |  |  |
| 14 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 3: Public Programmes (including exhibitions)06

Objective: People learn from the exhibitions, the collections and taonga and other museum activities in ways which are relevant to their studies and interests.

Standard: The museum can show that it offers a range of displays and activities which responds to the needs and interests of visiting educational groups.

# 3.6 Delivering Educational Programmes

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| What educational programmes do you provide for kohanga reo, pre-schools, kura kaupapa, primary, intermediate and secondary schools, tertiary institutions, wänanga, adult education and other groups with an education function? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Education policy – including Mäori education | | | |  |  |
| 2 | Current list of education programmes | | | |  |  |
| 3 | Feedback from visiting educational groups | | | |  |  |
| 4 | Job description of dedicated education staff | | | |  |  |
| 5 | Learning Experiences Outside the Classroom projects | | | |  |  |
| 6 | Bilingual staff and volunteers | | | |  |  |
| 7 | Training opportunities for education staff | | | |  |  |
| 8 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 3: Public Programmes (including exhibitions)07

Objective: The museum’s educational programmes reflect curriculum requirements and groups’ learning targets.

Standard: The museum can show that it keeps abreast of school curricula and the subjects studied by visiting educational groups, and responds to needs and interests identified by these users.

# 3.7 Planning Educational Programmes

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How do you ensure that your education programmes for schools are meeting the needs of the education sectors? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Identification of curriculum areas and levels which the museum can resource | | | |  |  |
| 2 | Local teachers’ advisory group | | | |  |  |
| 3 | Consultative planning | | | |  |  |
| 4 | Active involvement in Museum Education Association of New Zealand (MEANZ) | | | |  |  |
| 5 | Links to curriculum development, professional development and advisory staff | | | |  |  |
| 6 | Education programmes in te reo Mäori | | | |  |  |
| 7 | Relationship with local teachers’ college | | | |  |  |
| 8 | Teachers’ workshops | | | |  |  |
| 9 | Evaluation processes | | | |  |  |
| 10 | Relationship with kura kaupapa Mäori schools | | | |  |  |
| 11 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 3: Public Programmes (including exhibitions)08

Module 3: Public Programmes (including exhibitions)09

Objective: The museum can assess visitor response, whether the target audiences were reached and if the main messages were understood, review how the production process was managed, and identify improvements for future projects.

Standard: The museum can show that procedures are in place for evaluating exhibitions and public programmes and for acting on the learning from the evaluation in the planning and implementation of future projects.

# 3.8 Evaluation (see 1.14 and 4.5)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How do you evaluate the effectiveness of your exhibitions and public programmes? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Policy on evaluation of public programmes (including exhibitions) | | | |  |  |
| 2 | Examples of visitor survey results | | | |  |  |
| 3 | Visitor/user survey form | | | |  |  |
| 4 | Structured interview questionnaire | | | |  |  |
| 5 | Survey results used to inform planning processes for exhibitions and public programmes | | | |  |  |
| 6 | Feedback systems | | | |  |  |
| 7 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 3: Public Programmes (including exhibitions)10

Objective: The museum fosters research by its own staff and by others seeking to investigate the museum’s collections for valid and appropriate research projects.

Standard: The museum can show that it encourages and monitors research.

# 3.9 Research

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How is research encouraged? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Research policy and guidelines | | | |  |  |
| 2 | Research programme | | | |  |  |
| 3 | Copies of research publications, media publications, and other materials relating to the investigation of the museum’s collection | | | |  |  |
| 4 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |



Module 3: Public Programmes (including exhibitions)11

Objective: The public benefits from knowing about the collections and taonga, access is increased and research shared.

Standard: The museum can show that it plans and implements its publishing activity in line with an agreed policy.

# 3.10 Publications

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How are publication decisions and processes managed? | | | | | | |
|  | Does your museum have one or more of the following that answers or supports the above query? | | | | You have this | Copy is attached |
| 1 | Publication policy | | | |  |  |
| 2 | Communication guidelines | | | |  |  |
| 3 | Instructions for authors | | | |  |  |
| 4 | Publication programme | | | |  |  |
| 5 | Examples of publications such as a guide to collections and taonga, newsletters, exhibition catalogues, information sheets on special topics and booklets | | | |  |  |
| 6 | Publication committee terms of reference | | | |  |  |
| 7 | House style | | | |  |  |
| 8 | Copies sent to Legal Deposit (National Library) | | | |  |  |
| 9 | ISBN/ISSN registration | | | |  |  |
| 10 | Bilingual policy | | | |  |  |
| 11 | Research policy | | | |  |  |
| 12 | Collaborative publishing | | | |  |  |
| 13 | Other documents or arrangements (please specify) | | | |  |  |
|  | | | | | | |
| a) Comments about achievements:   (summary of a museum’s achievements towards meeting or exceeding standard) | | | | | | |
| Double click here | | | | | | |
| b) Suggestions for further development:  (suggestions of actions for you to consider in order to meet or exceed the standard) | | | | | | |
| Double click here | | | | | | |
|  | | | | | | |
| Review feedback(X indicates reviewers’ assessment of current practice) | | | | | | |
| Above standard | | Standard met | Standard almost met | Standard not met | | |