

Museums in the time of coronavirus

Museums Aotearoa/NEMO survey



Introduction

MA ran this survey using the same set of questions as a survey run by the Network of European Museum Organisations (NEMO). The NEMO interim [results are here](#).

Note: throughout this report, 'museum' is used to include public museums, art galleries, heritage sites and cultural centres.

The survey ran in Aotearoa New Zealand from 15 to 27 April 2020 and collected 107 responses from a range of museums throughout the country. This was during the COVID-19 Alert Level 4 period which ran 25 March to 28 April, when all non-essential services were closed.

Of 107 respondents, 76 (71%) had paid staff and 31 (29%) were volunteer-run. The responses have been analysed separately for paid staff and volunteer-run museums/galleries. The respondent museum demographic is broadly representative of the shape of the sector in Aotearoa New Zealand.

Summary

He tangata, he tangata, he tangata

Museums reported that their first priority when the pandemic was declared was their staff and volunteers. Of the museums with paid staff, many respondents had accessed the government employee wage support package which provides up to \$585.50 a week per employee through to mid-June. Most (83%) had all staff working from home and 89% were changing staff tasks to accommodate current needs. Many museums had put staff who were not able to work from home, e.g. visitor hosts and technicians, on paid leave, but were concerned that they would have to review this if the wage subsidy is not extended. Of those which had casual/free-lance workers, 43% had stood them down, 45% had not, and 12% were unsure.

For the volunteer-run museums, only a few had been able to continue any museum tasks at home.

Loss of income

Unsurprisingly, financial impact was a major concern. Public museums and galleries in Aotearoa New Zealand operate on a range of mixed funding models. Those which are Council or Government funded also generate income from a range of other sources, some up to 60% of their operating budget. Councils are already asking their funded museums to cut costs – after many years of sinking lids. While most museums do not charge general admission, for some it is the primary source of income.

Other revenue sources from visitors include retail, venue hire (conferences and private/corporate events), café/restaurant, value-added programmes (special exhibitions, guided tours, experiences). For many there is a strong reliance on the increase in tourism over summer, especially international visitors, who tend to spend more on value-added activities and retail than locals.

Survey respondents are concerned about the effect of the pandemic on grant funding. It is widely expected that philanthropic funds will reduce due to lower investment returns, and that grant-makers and funders will refocus away from cultural causes, onto health and social services. Many report the cancellation of annual or special fundraising events, and the likelihood that membership subscriptions will decline due to general economic recession.

There is also concern about how long it will take for functions and venue hire to resume. If it is more than a few months that part of the museum's staff capacity will be cut.

Programming and future plans

The domino effect on programming is only just being considered. This will apply particularly to touring exhibitions, but also to other kinds of museum activities.

Some respondents were undertaking capital projects, including earthquake strengthening. There is widespread fear that there will be no funding available to continue these.

Of museums with paid staff, 60% have or are considering increasing their online learning programmes, and 54% have or are considering increasing online exhibitions. But over 30% of museums report a lack of digital and online capacity, both skills and equipment. Some are not able to proceed with much-needed digital projects.

Opportunities

On a more positive note, many museums are increasing collaboration and boosting online engagement. There is a strong belief in the value and impact of museums and galleries. They are working to maintain their engagement in innovative ways and continue to enhance the lives of local communities especially. While many museums expect to be closed for some months, and a few may go into hibernation for a while, our people are expecting to stay the distance and continue to be here for future generations.

In the words of one respondent,

"The cultural heritage we care for is important to our identity as New Zealanders. It helps us unpick who we are and cements us in this place. Urban or rural our museums tell our stories, stories that challenge us to do better and stories that we can take pride in. They are also vehicles to show the world who we are. The importance of each and every museum's place in this narrative should not be overlooked because it is not in a main centre, or not funded by a national or local government. These are extraordinary times that require brave and creative thinking, by MA and Government, to support our sector."

Phillipa Tocker, Executive Director

Museums Aotearoa

30 April 2020

Museums Aotearoa, Te Tari o Ngā Whare Taonga o Te Motu, is the independent professional association for New Zealand's museums and galleries and those who work for them.

We support the museums of Aotearoa to be thriving and sustainable.

Kia tino toitū, tōnu i ngā whare taonga o Aotearoa.

Survey question analysis

The responses were divided into museums with paid staff and volunteer-run museums. The numbers refer to the question numbers in the survey, see Appendix 1.

- 1 **Name of the museum.** This has been replaced with the staff size in this report (see Q23).
- 2 **How is your museum funded?**

Note that public museums in Aotearoa New Zealand operate on a range of mixed funding models. Respondents which identify as Council or Government funded also generate income from a range of other sources, some up to 60% of their operating budget. Those identifying as privately funded or public-private-partnership may also receive some council or government (e.g. Lotteries) grant funding, as well as self-generated revenue including rental income and venue hire, as well as admission charges and retail sales.

	Paid staff		Volunteer	
Government funded (national)	6	8%	0	0%
Council funded (local)	38	50%	3	10%
Privately funded	17	22%	22	71%
Public-Private-Partnership	15	20%	6	19%
	76		31	

- 3 **When do you expect to open again?**

Most respondents said they would reopen when government restrictions are lifted, this is expected to be at Alert Level 2. However, there was a high level of uncertainty about whether that will be under Level 2 or whether it will be put off until Level 1.

One third of volunteer-run museums did not expect to open until at least October, with some concerned that their mostly older volunteers might not be comfortable returning.

Income and staff

- 4 **How much income (in NZ\$ per week) have you lost so far due to the coronavirus (tickets, donations, shops, cafes) since the museum has closed?**

Responses range from nil to over \$100,000 lost per week. Some small- to medium-sized museums with limited public funding are particularly hard hit.

- 5 **What changes have you made/expect to make in the short-term?**

	Paid staff				Volunteer			
	Yes	No	Not sure	N/A	Yes	No	Not sure	N/A
Stop your volunteer programme	53	3	5	15	19	2	7	3
Move all staff to work from home	59	7	5	5	4	1	8	18
Change staff tasks to accommodate current needs	65	6	2	3	4	1	11	15
Hire new staff to cope with digital presence	3	58	10	5	0	8	10	13
Hold contract with free-lance workers	26	27	7	16	1	5	11	14

Verbatim comments:

over 100 staff	Cancel exhibitions
over 100 staff	If govt wage subsidy stops we will have to make a large number of staff redundant
between 50 and 99	Cancel public performances and tour groups
between 20 and 49	We have stood down casual and contract staff and are reassigning front of house to different duties, but at minimum rather than average hours. We are making major revisions to the proposed exhibition programme.
between 20 and 49	Focus on generating income online via donation requests, promotion of online sales of merchandise etc
between 20 and 49	Cancelled events, postponed national tours, paused creative development processes, furloughed casual staff, paused exhibition design and build, cancelled/postponed around 50 school bookings
between 10 and 19	Held staff on subsidy in the meantime
between 10 and 19	As we have live animals to care for we do have a member of our keeper team in every day for 3 hours average, on a rotating roster.
between 10 and 19	Take pay cuts for staff that we are retaining and re-structure.
between 5 and 9	stop paying casuals & afterschool and adult art programme tutors
between 5 and 9	Some staff are on paid leave (Customer Service) - others working from home
between 5 and 9	New contract to manage digital presence and provide technological input.
less than 5	Weekend Manager on Full pay - No work at Home. Director on 80% of Hours/ Salary, working from home
less than 5	All staff except Manager & Clerical placed on paid leave
less than 5	Cancel the popular annual event which was planned for July 2020
less than 5	Defer programming and fundraising campaigns
less than 5	We would love to hire new staff to organise a stronger online presence but finances do not allow
less than 5	Only manager able to work from home, the rest were cleaning or customer service roles.
less than 5	We don't have budget to hire extra help with digital presence so just trying to do it with current staff capabilities and doing further workshops and training as we can manage
no paid staff	Run committee meetings online
no paid staff	3 key volunteer staff have taken archival tasks home to work on.
no paid staff	Close museum, cease tram operations, cease development
no paid staff	Had to halt urgent conservation of collections & our Pouhere taonga
no paid staff	We are staffed by volunteers so we are closed.
no paid staff	Review how we can operate once we open if older people are still asked to stay at home. Most of our trustees and volunteers fit into this category.
no paid staff	Run entirely by volunteers most of whom are 70+ yrs
no paid staff	None. We are closed until we can open with volunteers as usual.
no paid staff	Cafe closed so no way for staff to open Museum at this time

no paid staff	Run in conjunction with the Information Centre, currently a volunteer is working from home on cataloguing/ digitising the records
no paid staff	We are entirely staffed by volunteers. We have closed our museum but some volunteers continue to support it from home (paperwork etc.)
no paid staff	some volunteers work from home

6 What changes do you envision in the long-term?

	Paid staff				Volunteer			
	Yes	No	Not sure	N/A	Yes	No	Not sure	N/A
Downsize staff	22	27	27	0	2	3	14	12
Discontinue programs and projects	34	20	21	1	4	8	16	3
Reconsider the museum's existence	13	48	15	0	6	10	12	3
Loss of public funding	19	24	25	8	2	2	17	10
Loss of private funding	33	12	21	10	11	3	12	5
Loss of ticket sales income	48	4	5	19	15	0	7	9
Loss of shop income	58	5	3	10	10	0	11	10
Loss of Museum café income	19	6	7	44	3	1	8	19
Close the museum permanently	1	54	21	0	0	12	14	5

Verbatim comments:

over 100 staff	We are presently considering all options. The hit to our income is going to have an enormous impact on our Museum. We generate 50% of our operational funds through commercial activities. These offset the running costs of the Museum. The disappearance of all commercial income means we cannot sustain our operations at past levels.
between 20 and 49	Major impact to commercial tourism and commercial tenants
between 20 and 49	If loss of public funds includes grants that have been suspended, then this is part of the reduced revenue we are experiencing.
between 20 and 49	Loss of venue hire revenue, 2 year downturn of international tours, mass programme postponements, renegotiate many funding contracts and MOU
between 10 and 19	Projects will depend on how funding grant providers have been affected by Covid19

between 10 and 19	Re-configure offerings to what is available - we primarily relied on tourist population.
between 5 and 9	loss of rentals, decrease in venue hire, change to pub programming, impact on fundraising events
between 5 and 9	Loss of ability to fundraise at a local level.
between 5 and 9	Friends subs and door donations and all events affected
less than 5	Loss of door donations, research fees, sub-tenant rent
less than 5	Defer or cancel capital projects
less than 5	Loss of Art Exhibition income
less than 5	our Future is uncertain and ongoing operational costs plus wages leaves us in a very difficult situation
No paid staff	Income generating activities are dependent on other organisations
No paid staff	Put urgent conservation of collections & Pouhere taonga on permanent hold, which will increase their long-term risk to destruction by pest problems
No paid staff	Possible combining with another museum but not ideal
No paid staff	Once there is a vaccine and are volunteers have the confidence to come back we will continue
No paid staff	Encourage younger volunteers to protect health of older volunteers
No paid staff	We will have to consider closing our school programme
No paid staff	We hope to continue in the future but unsure in what capacity
No paid staff	All income stopped re functions in park grounds

7 Has your museum considered alternative services / sources of financing to cope in the period your museum is closed?

	Paid staff	Volunteer
Yes	54	9
No	22	18

8 If yes, what kind of alternative service?

	Paid staff	Volunteer
Private funding	11	1
Applying for government support	46	4
Crowdfunding / Donations	8	3
Developing projects	21	3
Vouchers	2	2
Online programme (for a fee)	6	3
Renting out the space for private events	5	1
Webshop	8	3

Work at the museum

9 What percent of the staff works from home currently?

	Paid staff	Volunteer
less than 20%	5	19
less than 50%	7	2
more than 50%	7	0
more than 80%	57	5
blank		5

10 What tools are you finding useful to manage home office?

	Paid staff	Volunteer
Video call	54	5
Chat program	20	0
Email	73	22
Remote access to the work server	44	3
Cloud service	29	2
Facebook	41	7
Instagram	16	1

Online presence and communication

11 Since your museum closed have you increased your online services to the public?

	Paid staff	Volunteer
Yes	43	3
No	33	28

12 What online services does your museum provide?

	Paid staff				Volunteer			
	Same	More	Consid- -ering	N/A or blank	Same	More	Consid- -ering	N/A or blank
Online learning programmes	3	23	22	28	0	0	3	17
Online exhibitions	9	17	24	26	1	0	2	17
Virtual tours though the museum	6	7	34	28	0	0	3	17
Museum podcasts	7	6	22	41	0	0	2	18
YouTube programs	4	12	23	37	1	0	1	17
Special newsletters	22	19	15	20	6	3	8	5
Live content (such as live museum tour)	3	3	25	44	0	0	3	16
Adding objects to the museum collection online	5	20	19	32	2	0	4	14
Working with hashtags on social media	15	24	7	30	2	1	0	16
Featuring individual objects to the online audience	12	23	12	29	3	2	7	8
Quizzes and contests	8	21	17	29	0	0	8	12

	Paid staff			Volunteer		
	Yes	No	Blank	Yes	No	blank
13 Have you added budget/resources to increase online presence/communication?	14	61	1	1	23	0
14 Have you hired new staff to manage the increased online presence?	0	75	1	0	24	0
15 Have you changed staff responsibility so that someone who usually doesn't work with communication is managing the online presence (website, social media, newsletters etc.)?	27	47	2	1	23	0
16 Have you noted an increase in online visits on your website since the museum has closed?	28	46	2	3	21	0

17 If yes, how many more website visitors have you had approximately per week (in percent)?

Answers ranged from an increase in Facebook activity to measuring a 776% increase in online activity. Museums with paid staff that had statistics typically reported a 10-20% increase. Only one volunteer-run museum could answer, with an estimated 200% increase.

less than 5	Interestingly our stats show a decline in visits but the visits we have spend longer and visit more of the website - more page views
less than 5	83% new users, average session 3 mins
less than 5	Unpaid Facebook number is generally about 250. The last post hit over 2,500 with no paid promotion

18 What kind of online services are people interested in? What do they look at?

	Paid staff	Volunteer
Behind the scenes of the museum and history	19	4
Educational material/workshops	27	1
Information and news	42	9
Livestream	3	1
Online collections	32	3
Online exhibitions/virtual tours	17	-
Podcast and audio	11	-
Quizzes/contests/games	18	-
Reading material/blog/stories	27	5
Social media	47	9
Web shop	4	2
Videos and films	17	1

19 Have you increased your communication via social media?

	Paid staff	Volunteer
Yes	45	7
No	31	16

20 What social media channel do you find is the most engaging with your visitors?

(rate from 1 -7)

Paid staff	1st place	2nd place	3	4	5	6	7	N/A
Facebook	39	3	3	4	5	2	6	3
Instagram	3	18	4	6	0	2	1	17
Twitter	1	4	7	7	1	1	0	27
YouTube	1	5	4	4	4	4	0	28
Instagram stories	1	2	7	2	4	1	1	27
LinkedIn	0	2	0	0	1	4	1	37

Only 50% of volunteer-run museums reported engaging visitors via social media, primarily Facebook.

Museum profile

21 In what kind of area is the museum located?

	Paid staff	Volunteer
Capital city	9	0
Urban area	40	13
Rural area	22	18

22 What type of museum?

	Paid staff	Volunteer
Art	23	0
History	51	21
Science	8	1
Natural History	14	1
Ethnography	8	1
Other	19	6

23 Size of staff

No paid staff	31	29%
Less than 5	38	36%
Between 5 and 9	12	11%
Between 10 and 19	9	8%
Between 20 and 49	12	11%
Between 50 and 99	2	2%
Over 100	3	3%
	107	

24 Annual operating expenditure (last complete financial year)

Annual opex for volunteer-run museums range from under \$3,000 to over \$150,000. Respondent museums with paid staff range up to \$20 million pa.

25 Annual number of visitors

	Paid staff	Volunteer
< 5,000	15	27
< 10,000	13	2
< 20,000	15	1
< 50,000	9	-
< 100,000	12	-
< 300,000	8	-
< 500,000	3	-
< 1 million	1	-

26 Is there anything else that you would like to add?

over 100 staff	The Museum has been hit hard by the CoronaVirus. Our business model depends on offsetting the cost to ratepayers of our operation by generating 50% of our operational income. The complete disappearance of all commercial income means we are in a very perilous situation. When the Museum re-opens, unless there is significant support from govt, its highly likely we will be a very different institution with fewer staff, less public programmes and less innovative science engagement programming meaning we will be far less able to serve our community. Now is the time to set up a National Fund to support museums in the regions. Significant investment now will enable some key institutions to survive in their present form.
between 20 and 49	Key focus is preserving key museum function, which may result in less new content in favour of preserving essential collection services in the short term. Major impacts on us via effective zeroing of tourism and external impacts via our commercial tenancy income.
between 20 and 49	We need more funding support to continue our beautiful historic, heritage Museum
between 10 and 19	Many museums rely on tourism to survive. Our local authority is supportive but mostly in words. The tourism sector has been decimated. Our museum has been running for 72 years and is one of the few cultural institutions in our district. To survive there needs to be government assistance. In addition government legislation is requiring us to earthquake strengthen our building. The cost of this is over \$3.5 million. We cannot survive Covid and earthquake strengthen.
between 10 and 19	The cultural heritage we care for is important to our identity as New Zealanders. It helps us unpick who we are and cements us in this place. Urban or rural our museums tell our stories, stories that challenge us to do better and stories that we can take pride in. They are also vehicles to show the world who we are. The importance of each and every museum's place in this narrative should not be overlooked because it is not in a main centre, or not funded by a national or local government. These are extraordinary times that require brave and creative thinking, by MA and Government, to support our sector.

between 10 and 19	Concern that planned re-development currently in the design phase will fall over because of changes to the funding landscape - i.e. priorities will move to health, poverty alleviation, domestic violence - and the money already invested will be lost.
between 10 and 19	We are registered charity, operating as a combined museum and large heritage park. We are not fully funded by the local council (less than 50% of costs) – we rely heavily on self-generated income from admissions and other grants/ donations to meet the shortfall of our core operating costs. Our visitor ratio has been 50/50 mix of international and domestic visitors providing income of \$200k pa – the loss of admissions income is significant, with enormous impact on our cashflow. Our ability for our staff to work remotely and access digital records is hampered by our current old IT technology – this being a project that has been unable to proceed due to increasing difficulties with sourcing funding to cover the costs. As some of our staff work with our animals, on site work is required for animal welfare & care. Our digital presence is small, other than social media - again with investment in IT tech this could be improved. We have projects (including heritage buildings conservation works) that are partially funded that are now in doubt in being able to secure the balance of funds needed to be able to proceed. We are hugely grateful for the government wage subsidy which has enabled us to offer our team security at this stage. We would appreciate any further support that can be made available to our sector, especially those like us that are not owned and run by local or national government.
between 10 and 19	The majority of our funding comes from local government (75%) and MoE contracts (16%). Our self-generated income levels are comparatively small (and we are going into the slower winter months), so as long as we don't lose local government and central government funding we will be able to weather this situation. We would be interested to know what might happen to special grant pools - from the Ministry for Culture and Heritage, DIA, Creative NZ as this will have a big impact on our medium and long term planning and resource allocation and whether we can proceed with new staff recruitment etc. We have a small team, and while many of the back of house staff can work from home (excepting those with no internet/small children at home to care for) it is more difficult to find projects for Front of House team members. As a small regional museum we have only very limited capacity to deliver quality digital content at this point, and are focusing on behind the scenes work (ie preparing records for collections online, scanning photographs etc) - it's not as visible as some of the work bigger museums are able to provide but we don't have the expertise and resource to make a big shift in this direction overnight.
between 5 and 9	I have two staff that have resigned to move to new roles in other institutions, one just prior to level 4 and one during the lock down. Council has recently advised that all recruitment apart from critical positions is currently on hold, it is proving difficult to prove that the vacant positions are critical, one is Collections Manager and one is Museum Administrator, it will be difficult to care for the collection appropriately without a Collections Manager, and difficult to open the Museum to the public without our Administrator who sits at the front desk and welcomes/monitors our visitors.
between 5 and 9	This situation is having us work with more local organisations- in our case, museum, library, council, local MP etc. Also for our educator reviving chat group with fellow educators and MEANZ

between 5 and 9	I am very worried! Our reliance on local authority grant funding of 75% puts our museum at risk post Covid-19 because the Council will need to be looking at helping to fund an economic recovery across the board, not just the Museum.
less than 5	Smaller district Museums are not necessarily set up to increase their digital presence. Collections are not all photographed and data is not accessible remotely. Most rely on volunteers or part time members of staff who possibly don't have the skills or knowledge to do this and do it well. These museums are closed, with no income yet still have overheads to pay. They don't have the resources to employ new people during this time.
less than 5	We have been struggling financially with lack of financial support from local Council, we have gone from 5 part time staff 5 years ago to now 2.
less than 5	Our lack of digital technology is really showing in the current environment. This is planned to change within the next few months.
less than 5	We are concerned about huge reduction or loss of critical funding sources such as gaming machine trusts and private philanthropy over the next 2 - 3 years
less than 5	Our main area of need to adapt to current and ongoing situation is support to develop our digital presence. We do not currently have the resources nor expertise to do this well.
less than 5	We have had to cancel the annual community event which we were due to have in July.
less than 5	This pandemic scenario highlights that we need to pursue further communication options online.
less than 5	Apart from fire proofing 1959/ 60 the lock down may well see the longest closure of our museum in its nearly 120years!
less than 5	Financial support from government to help small museums survive not only through this crisis but ensure they have the support to continue preserving history for all future generations would be a huge relief long term.
less than 5	Facebook is proving popular for us. We are very worried about the drop off of volunteers (high risk age group) - we depend on their support.
less than 5	Would love to see nationwide initiatives to reduce operating costs for museums, even when they are closed. E.g. Special negotiated rates for electricity retailers, capital support for solar PV installations, etc. The purchasing power of us as a collective is something we are not taking advantage of.
less than 5	thanks for your advocacy. There is an overwhelming amount of new material being offered through workshops, webinars and Facebook so the pressure on small museums if anything has just ramped up as we manage the transition to an almost wholly online service and keep up with our colleagues from a tiny staff base. Feeling quite concerned about the risk of losing council core grant due to the new economic pressures councils will now be under and the impression that many people express that since our gallery is currently 'closed' to the public, that we have 'nothing or less normal work to do' and can just take some leave!! We remind them that we are working hard at planning and upskilling, organising and raising funds, and we are keeping in touch with our core audience and artists mostly through email news and phone contact and for the meantime that seems to be helping and they appreciate it.

less than 5	Our visitor numbers and income were tracking up on 2018 and 2019 as a result of a redevelopment in 2019, so while we have based the number of lost visitors and income on 2018 and 2019, it is likely to be much higher.
less than 5	Thanks MA for reaching out.
No paid staff	We are an online museum that also curates physical exhibitions. We have no guaranteed funding source and are almost entirely reliant on funding through grants, so our position is precarious despite being ideally placed to be responsive to the current climate for museums.
no paid staff	We have concerns about funding sources such as lotteries, Pub charities, Rata Foundation may be much reduced. Future non-viability (or existence) of suppliers of specialist goods and services eg for our heritage restoration and maintenance.
no paid staff	Our operation is quite small compared to others however we do provide a service to locals and those doing family research.
no paid staff	Re question 4 Income loss: Likely long term loss of overseas tourism revenue of an additional \$1,000 - \$2,000 per week over the summer months is anticipated.
no paid staff	We do not have the funding available to proceed with a lot of the projects we would like, including doing more online. We are worried we will not be able to even keep up what we have, in the current climate.
no paid staff	We can cut our cloth but wonder how we will make it. Our biggest fund raiser every two years which is a concert featuring a Japanese choir, cannot go ahead this year. That is an enormous hole in our funds which we will be hard pushed to find an alternative. Also, our volunteers are mostly in the vulnerable age range so should not be manning the desk for some time.
no paid staff	All work is done by volunteers. We have no remote access to our collection management system but can access emails remotely.
no paid staff	Our Museum is now solely manned by volunteers, most of whom are over 70 years of age. Because of this age factor we believe the Museum will be closed for an extended period of time. In the meantime we still have on going costs such as power, telephone and internet, security, insurance and cleaning that we have to meet from our reserves.
no paid staff	We rely totally on donations, fundraising activities, shop, and venue hire. With the [museum] closed we have no income.
no paid staff	We have been closed for refurbishment and pest management. Our rebuild has paused and we're now unsure of our donated labour coming back after lockdown. We're also unsure of promised material donations given the new economic climate. Our entire refurbishment is under threat.
no paid staff	[Our] Museum is a very small museum operating entirely voluntarily, relying mostly on (overseas) visitors for income. We are facing a big increase in rent and would be glad of any financial assistance. Historical information sharing and communication with members is by email or mail.
no paid staff	This Museum has always opened through the cafe, so now that this has closed we will have to look for other ways to stay open and continue to provide our School programmes.

no paid staff	We are a small museum run by a small group of volunteers. Income depends on being open during the busy summer months, between Christmas and Easter, and would normally be dropping off at this time of year. We reduce our opening hours between Easter and Queen's Birthday weekends, then normally close until Labour Weekend.
no paid staff	We are a small museum run by volunteers, we service the district and rely also on touring visitors. With no tourists from overseas coming in for the foreseeable future we can only rely on visitors from New Zealand. We have an Information Centre within our museum. We have a local Facebook page where locals share history stories, photographs etc, at present we do not have a dedicated website but are included in local council sites and on brochures. Last year's visitor numbers were 3,000 Hope this is helpful
no paid staff	We struggle to keep volunteers most over 70, are concerned with covid 19 impact. Will we lose a number of these volunteers, will they come back as volunteers after covid?

Appendix 1: Survey questions

Introduction to the survey

- 1 Name of your museum
- 2 How is your museum funded?
- 3 When do you expect to open again?

Income and staff

- 4 How much income (in NZ\$ per week) have you lost so far due to the coronavirus (tickets, donations, shops, cafes) since the museum has closed?
- 5 What changes have you made/expect to make in the short-term?

Other (please specify)
- 6 What changes do you envision in the long-term?

Other (please specify)
- 7 Has your museum considered alternative services / sources of financing to cope in the period your museum is closed? YES / NO
- 8 If yes, what kind of alternative service?

Other (please specify)

Work at the museum

- 9 What percent of the staff works from home currently?
- 10 What tools are you finding useful to manage home office?

Other (please specify)

Online presence and communication

- 11 Since your museum closed have you increased your online services to the public? YES / NO
- 12 What online services does your museum provide?
- 13 Have you added budget/resources to increase online presence/communication? YES / NO
- 14 Have you hired new staff to manage the increased online presence? YES / NO

- 15 Have you changed staff responsibility so that someone who usually doesn't work with communication is managing the online presence (website, social media, newsletters etc.)? YES / NO
- 16 Have you noted an increase in online visits on your website since the museum has closed? YES / NO
- 17 If yes, how many more website visitors have you had approximately per week (in percent)?
- 18 What kind of online services are people interested in? What do they look at?
- 19 Have you increased your communication via social media? YES / NO
- 20 What social media channel do you find is the most engaging with your visitors? (rate from 1 -7)

Museum profile

- 21 In what kind of area is the museum located?
- 22 What type of museum?
- Other (please specify)
- 23 Size of staff
- 24 Annual operating expenditure (last complete financial year)
- 25 Annual number of visitors

Additional comments and thank you

- 26 Is there anything else that you would like to add?

Museums Aotearoa

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