

| GOVERNANCE POLICY | | | | |
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| SUBJECT | Use of Museum's Names | | PAGE: | 1 of 1 |
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1. Purpose

To set out the basis for use of the Museum's names.

2. Background

The following are the key movements in the naming of Auckland's Museum:

'Auckland Museum' was opened in 1852

The Museum was amalgamated with the Auckland branch of the New Zealand Institute in 1869 and then became known as the 'Auckland Institute and Museum'

The Museum remained 'Auckland Institute and Museum' from 1869 to 1996, was recognised as such in the previous Auckland War Memorial Museum Act (established 1929) and was recorded as such in the name inscribed above the south door of the existing building

In 1996, the Auckland War Memorial Museum Act was redrafted. In doing so it recognised – as it had since 1929 – the name 'Auckland War Memorial Museum' and identified the governing body as 'Auckland Museum Trust Board' and the learned society/membership body as 'Auckland Museum Institute'. In other words the Auckland War Memorial Museum which was established in 1929 continued, and the older title of Auckland Institute and Museum was shortened to 'Auckland Museum' in the names of both the governing body and the membership organisation.

3. Policy

The full title of 'Auckland War Memorial Museum' shall be used on stationery and all formal publications.

The abbreviated name Auckland Museum may be used on the Museum's logo, in certain promotional applications and as a shorter form of the longer formal title in other publications.