

'YOUR MUSEUM'

Thank you for participating in the 'Your Museum' public event.

This form is designed to allow Auckland Museum to collate your feedback to help us determine the future of your museum. Your feedback is extremely valuable to us and we appreciate your time and thoughts in this important task.

Instructions

We hope you have viewed the presentation prior to filling in this form. A video of the presentation will be on our website shortly after it has been delivered.

Please see www.aucklandmuseum.com/yourmuseum

You can provide your feedback by completing this form and submitting it directly to the museum or by posting it back to us (please see below for address).

Each model is summarised on the following pages. We ask you to please rank each model in the BOLD box, according to your preference (using a value from 1=highest to 7=lowest).

You are also invited to give us your impression of how well the model will serve and grow our audiences (from 'Very Well' to 'Not Well'). This detailed section of feedback is optional.

To complete the form by hand:

1. Either use this form or download and print a blank one.

(visit www.aucklandmuseum.com/yourmuseum)

2. Fill in the question boxes. Please prioritise the bold ranking boxes.

4. Please make sure you have completed the name and contact details section at the bottom of page 1.

5. Please post the form to the Museum at the address below. Alternatively, you may deliver the form by hand to the Museum reception at the south entrance.

Postal Address:

Your Museum Feedback,
Auckland Museum Tamaki Paenga Hira,
The Domain,
Private Bag 92018,
Auckland 1142

Deadline:

*Please submit your feedback on this form by **Friday 3rd September***

Diagram of model

Indicative Title

Indicative Emphasis

Dark colour = lots of emphasis

Light colour = less emphasis (not none)

Model 1

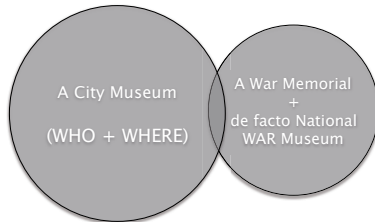


Three Parallel Strands

This is an evolution of what the Museum currently is. Visitors will not be aware of the links between the three main stories.

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Dark Blue	Dark Blue	Dark Blue	Light Blue	Dark Blue
WHERE?	Light Blue	Dark Blue	Light Blue	Dark Blue	Light Blue
WHO?	Dark Blue	Dark Blue	Light Blue	Dark Blue	Light Blue

Model 2a

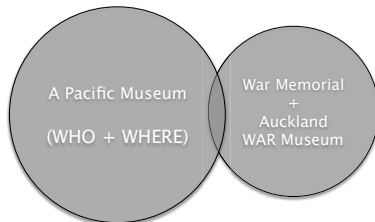


'Top Ten' City Museum Nationally important War Museum

One building, two amazing offers.

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Dark Red	Dark Red	Dark Red	Dark Red	Dark Red
WHERE?	Dark Red	Dark Red	Dark Red	Dark Red	Dark Red
WHO?	Dark Red	Dark Red	Light Red	Dark Red	Light Red

Model 2b

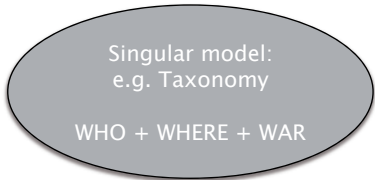


The World's Premier Maori & Pacific Museum Auckland's War Museum

One building, two amazing offers. Different scale of emphasis to 2a above.

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Dark Green	Dark Green	Dark Green	Dark Green	Light Green
WHERE?	Light Green	Light Green	Light Green	Dark Green	Dark Green
WHO?	Light Green	Light Green	Dark Green	Dark Green	Dark Green

Model 3a

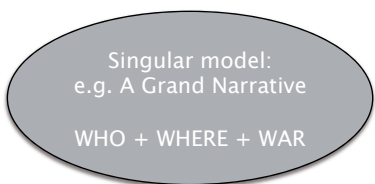


A Treasure Chest of Tales & Taonga

A 'general' museum in which any story or collection can find a place

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple
WHERE?	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple
WHO?	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple

Model 3b

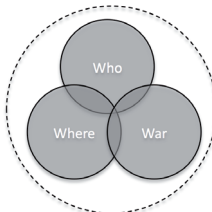


e.g. Auckland Arrivals

All displays and collections linked by a unifying idea. Visitors would likely be aware of that overarching story

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Dark Teal	Dark Teal	Dark Teal	Dark Teal	Dark Teal
WHERE?	Dark Teal	Dark Teal	Dark Teal	Dark Teal	Dark Teal
WHO?	Dark Teal	Dark Teal	Dark Teal	Dark Teal	Dark Teal

Model 4a

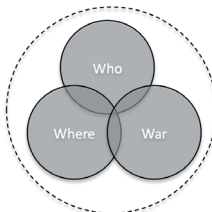


Auckland unlocked. Auckland's People, Auckland's World, Auckland in the World

One building, one approach, three stories.

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Dark Orange	Dark Orange	Dark Orange	Dark Orange	Dark Orange
WHERE?	Dark Orange	Dark Orange	Dark Orange	Dark Orange	Dark Orange
WHO?	Dark Orange	Dark Orange	Dark Orange	Dark Orange	Dark Orange

Model 4b



New Zealand unlocked. New Zealand's People, New Zealand's World, New Zealand in the World

One building, one approach, three stories.

	AUCKLAND	AUCKLAND REGION	NEW ZEALAND	PACIFIC	GLOBAL
WAR	Light Blue	Light Blue	Dark Blue	Dark Blue	Dark Blue
WHERE?	Light Blue	Light Blue	Dark Blue	Dark Blue	Dark Blue
WHO?	Light Blue	Light Blue	Dark Blue	Dark Blue	Dark Blue

Ranking

Please rank these models according to your preferences.

Please write a number 1-7 in each of the boxes

Model 1

1 = Highest
7 = Lowest

Scoring

Please mark a cross (X) to indicate your response

How well do you believe this model will **serve** the needs of our audiences?

How well do you believe this model will **grow** these audiences?

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Personal response

What do you think about this model?

Could you describe this idea to your friends and family?

Any other thoughts you would like to share?

Model 2a

1 = Highest
7 = Lowest

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Model 2b

1 = Highest
7 = Lowest

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Model 3a

1 = Highest
7 = Lowest

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Model 3b

1 = Highest
7 = Lowest

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Model 4a

1 = Highest
7 = Lowest

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Model 4b

1 = Highest
7 = Lowest

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

	Aucklanders	Other New Zealanders	International Tourists
VERY WELL			
NOT WELL			

Any other feedback you would like to give

(OPTIONAL)

A large, empty rectangular box with a thin black border, intended for providing optional feedback. It occupies most of the page's vertical space.