

CERES TOGRYERS MUSEUM

STRATEGIC PLAN 2015/16

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1. Introduction by Museum Manager

The name "Togryers Museum" or Transport Riders' Museum originated from the huge influence that the transport riders had on the development of Ceres. The completion of Michell's Pass in 1848 made the town accessible to wagons, and one of the main routes to the diamond fields went through Ceres.

The visitor to the museum can learn more about the natural history of the area, the first inhabitants and their lifestyle, as well as the establishment of Ceres. Other exhibits include photographs and articles of the destructive earthquake of 1969, a collection of wagons, information on local schools, churches, the Slave up rise at Houdenbek Farm and the forced removals during the 1960's.

The Strategic Goal of the museum for the following year is the promotion, development and transformation of the museum in order to contribute towards:

- Nation building
- Social Cohesion
- Increasing wellness
- Good governance
- Social and human capital development
- Sustainable economic growth and opportunities

The goals, strategies and recommendations outlined in this document provide a departure point whereby the Ceres Togryers Museum can continue to grow and foster its mission of education, outreach, exhibitions, research and collecting. Although this list may appear somewhat daunting, with the contribution and input from DCAS, partners, the community and donors, these objectives can be accomplished

1.2 Executive summary

Four Board meetings will be held during the financial year.

The museum will be engaged in several public programmes and commemorative days like Human Rights Day and 16 Days of Activism, Woman's Day and International museum Day and Heritage Day.

Curriculum Educational programmes will be presented at the museum and also at the MOD centre. The museum will engage in a new research project on businesses during the 1920's -1970's.

The museum will endeavour to create a strong combination of community recognition.

The museum will be proactive in fundraising initiatives, seeking stronger collaboration with local government and the private sector.

The museum will develop an effective collections database for use within the museum and by outside organizations.

The museum will also be part of the Extended Public Works Programme.

Challenges the museum will face in the current economic climate are to increase visitors and find additional financial resources to accomplish its goals.

2. VISION AND MISSION STATEMENT

Vision

To develop and maintain the museum's reputation as an institution of cultural significance and to deliver service excellence at all times.

Mission

To preserve and promote Ceres' historical and cultural heritage through collecting, conserving, documenting, education, research and exhibitions.

Objectives

Objective 1: To manage the museum efficiently

Objective 2: To exhibit the history of the community in the Ceres area

Objective 3: To market the museum through a website, brochures and communication

Objective 5: To collect and conserve the collections

Objective 6: To promote social cohesion through public and outreach programmes

Objective 7: Implementing and develop education programmes

2.2 Institutional Values

All values all services are rendered in terms of the Batho Pele principles.

2.3 Institutional Offerings

The museum offers the following additional services to the public:

- Help with family research
- Presenting of educational programmes to both primary and secondary schools
- Supplying of tourism information on the town and surrounding areas
- Presenting outreach programmes to the youth and elderly
- Providing guided tours in the museum
- Provide historic information to the public for school assessments, broadcasting authority for the purpose of television programmes
- Providing a venue for workshops and meetings for local businesses, NPO's and local Municipality.

3. Constitution of the museum

3.1 Museum Governance

The Ceres Togryers Museum was established as a Province-aided museum with effect from 1 April 1987 in terms of Notice 74 published in the Provincial Gazette No 74 dated 10 September 1986.

The museum operates within the following mandates:

National

- Constitution of the Republic of South Africa Act No 108 of 1996.
- Schedule 4 and 5 of the South African Constitution sets out the exclusive legislative competencies and functional areas for museums.
- Concurrent legislation such as the Public Finance management Act, 1999 (Act 1 of 1999).

Provincial

- Constitution of the Western Cape, Act No 1 of 1998.
- Chapter 10 of the Constitution states that the Western Cape government must adopt and implement policies to protect and promote natural history, archaeological and architectural heritage of the Western Cape to the advantage of the people in the province.

Ordinance

- Museum Ordinance, Ordinance No 8 of 1975.

The Board of Trustees

The Board of Trustees, as the governing body for the Ceres Togryers museum with powers vested in it by province, is responsible for the institution, its policies, its operational continuity and well-being, and the assets which it holds in trust for the people of Ceres, to whom it is ultimately accountable.

Governance policies guide the board, volunteers, employees and others affiliated with the Ceres Togryers museum that are responsible for the museum operation, management and governance.

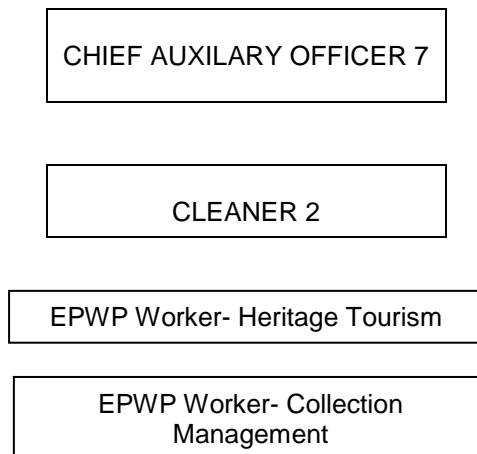
Term for current board members will expire on 31 July 2015.

| THE BOARD OF TRUSTEES OF THE TOGRYERS MUSEUM | | | | |
|--|-------------|--------------------------|-------------|--------------|
| NAME | CAPACITY | REPRESENTING | TERM BEGAN | TERM ENDED |
| S Brown | Chairperson | Premier's Representative | August 2013 | 32 July 2015 |
| J Abrahams | | Municipal representative | 1 June 2013 | 30 June 2015 |
| L Lund | | Premier's Representative | August 2013 | 32 July 2015 |
| S Wagener | | Premier's Representative | August 2013 | 31 July 2015 |
| H Smit | | Municipal representative | 1 June 2013 | 30 June 2016 |
| J Torr | | Municipal representative | 1 June 2013 | 31 July 2015 |

3.2 Staff of the museum

The Ceres Togyers museum has a funded personnel component of 3 people.

Museum organogram indicating post levels



3.3 Strategic Partners

The museum has a good relationship with the local and regional authorities as well as with the Tourism Bureau. The following organisations form the museum partners and stakeholders:

- The Public
- Province of the Western Cape
- The Department of Cultural Affairs and Sport
- Ceres Togyers museum Board of Trustees
- South Africa Museums Association
- Educational Sector
- Witzenberg Municipality
- Cape Winelands District Municipality
- Ceres Tourism
- Ceres Business Initiative
- Witzenberg Association for People with Disabilities
- Service Centres including Old Age homes
- Local community
- Cape Archives
- Witzenberg Herald
- Department of Social Development

4. SWOT Analysis

Strengths

- Property belongs to Board of trustees
- Protect and conserve the history of the Witzenberg Area
- Artifacts and exhibitions

- Learning experience for tourist
- Community involvement at museum
- Good strategic partners
- Source of historic information for researchers
- Availability of Conference room

Weaknesses

- Location
- Not tourism friendly over weekends
- Lack of parking over weekends
- Shortage of relief staff
- Dependent on seasonal activities for tourist
- Shortage of funds to develop projects
- Too much administrative duties and writing of reports

Opportunities

- To extent museum collection
- Development of a good museum shop
- Transformation of exhibitions
- Develop new exhibitions
- Involvement in community through projects

Threats

- Security
- Shortage of funds
- Influence of the economy
- The change in the economic situation has an influence on the amount of visitors to the town.
- The price increase of petrol and other consumables have an influence on the amount of travelling the South African visitor do. Shorter periods of break always and less travelling

Realising the vision, mission and objectives of the museum and strategic goals set by the Board of Trustees the following will be presented:

5. ACTION PLAN

| PERFORMANCE AREA | CURRENT PERFORMANCE INDICATORS | ANNUAL TARGET OUTPUTS | BUDGET |
|--|---|--|-------------------------------|
| FINANCIAL MANAGEMENT <i>Objective 1</i> | | | |
| External funding | External funding needed to fund projects and new permanent exhibition | Funding application will be send to the NHC for the new exhibition | |
| EXHIBITIONS <i>Objective 2</i> | | | |
| Add new exhibitions: <ul style="list-style-type: none"> The history of trade and industry in the history of Ceres. | Very limited information is available for this theme | Research for this programme will commence during 2015/16 Implementation of project: 2016/17 | R 150 000 |
| <ul style="list-style-type: none"> Encourage local community to exhibit their favourite objects | Community not involved enough with regards to the museum collections | Host two exhibitions May August | |
| <ul style="list-style-type: none"> Travelling exhibitions | Lack of Travelling exhibitions at the museum | Nelson Mandela – July Slave exhibition-December | nil |
| COLLECTIONS <i>Objective 5</i> | | | |
| Continue with audit of collection | Some objects that have not been accessioned needs to be added to the museum's accession register. | Make sure all current objects have accession numbers on them | |
| Implementation of collection and conservation plan | Plan is in place but needs to be implemented | Equipment needs to be purchased: Hand scanner New vacuum cleaner Wooden rail in storeroom | R 2 500 R 3 500 R 1 200 |
| Digitization of collection | Museum collection needs to be digitized | Camera needs to be purchased | R 10 000 |
| PUBLIC /OUTREACH PROGRAMMES <i>Objective 6</i> | | | |
| Community involvement | Commemorative days | Facilitates a clinic on | R 9 050.00 |

| | | | |
|----------------------------|---|---|--|
| through special programmes | that need to be celebrated as part of Public Programmes and Outreach programmes | <p>Indigenous games for International Museum day.</p> <p>Host exhibition by the community – IMD</p> <p>Bread and Soup will be provided to people that make use of the local shelter in town – Madela Day</p> <p>An exhibition will be hosted for Women’s Day</p> <p>A special programme will be presented on Women’s Day</p> <p>A photo competition on “My Heritage” will be launched during heritage month</p> <p>The museum will once again form part of the 16 Days of Activism Campaign. This year the community will be asked to get involved by donation toiletries for care bags to rape victims.</p> <p>The museum in partnership with Social Development will present a programme for Human Rights Day</p> <p>Other programmes during the year will be:</p> <ul style="list-style-type: none"> - Skills development for people with disabilities - Puppet show - Ad Hoc Outreach programmes | |
| Market public programmes | All programmes and activities need to be marketed. | Through news articles DCAS events calendar. | |
| Development of Cultural | Need identified for a | Developed a tourism | |

| | | | |
|--|---|---|--|
| Route: Nduli | Tourism Cultural route in Nduli | cultural route in Nduli in collaboration with the community | |
| EDUCATION <i>Objective 7</i> | | | |
| Curriculum based programmes related to themes | Programmes are presented currently but more schools can be accommodated | Programmes will be presented to school in town throughout the year. | |
| Marketing of programmes to schools | No enough schools know about the programmes presented at the museum | Museum themes will be marketed to Head masters during quarterly meetings. | |
| Presenting Educational Programmes at MOD centres | No programmes at MOD centres | At least one programme per quarter will be presented | |
| | | | |

6. FINANCIAL PLAN

| <u>2015/16</u> | |
|--|-----------------------|
| Total: | R 176 250.00 |
| Funds at hand: | R 16 250.00 |
| Need: | R 160 000.00 * |
| <i>*Funding for the new permanent exhibition will be applied for from the NHC. Purchasing of the digital camera will depends on funds available at that specific time when the digitization process will commence.</i> | |

7. Risk identification Assessment

See attached Annexure A

Conclusion:

The museum must work aggressively to establish stronger partnerships with other non-profit organizations and businesses to encourage greater interest for the museum and its mission. The museum needs to establish the need of the community in order to present the correct and relevant programmes.

The smaller museums with the limited human resources have to find smarter ways to cope with increasingly more responsibilities, a task not easily accomplished but I personally think that our museum is starting to enter a new area with new projects and possibilities. We transform obstacles into stepping stones and I'm looking forward to another year that will bring new and adventurous projects to the table.