



**TRANSPORT RIDERS MUSEUM
TOGRYERS MUSEUM**

CERES TOGRYERS MUSEUM STRATEGIC PLAN 2024-2025

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From the Chairperson: Board of Trustees

It is my pleasure to introduce the Ceres Transport Riders Museum Strategic Plan for 2024/25.

As Chair of the Board, I am pleased to present a crucial shift in our strategic approach that marks a significant re-evaluation of our museum's mandate and its engagement with the community. Embracing a vision where the museum develops into a community-centric institution, we are committed to creating an inclusive, participatory, and culturally relevant space that welcomes every individual. This transformation is summarized in our new initiative, Museum360, which symbolizes our dedication to becoming a lively community space, capturing the diverse experiences and narratives that make up our community's shared history and shape our identity, inviting the community to co-create the museum experience, forge partnerships with local organizations and businesses to amplify our impact and reach, create educational programs that enhance critical thinking and lastly investing in an interactive website that allows people from around the world to explore our collections, engage with multimedia content, and participate in online discussions. By using digital technologies, we aim to make our museum more accessible, inclusive, and interactive than ever before.

We believe that by doing so, the museum will not only preserve and celebrate our collective heritage but also serve as a dynamic agent for social change and mutual understanding. In this strategic plan, we invite you to explore our refreshed Vision and Mission, which are foundational to guiding our vision forward.

I am very thankful for an engaged Museum Board and committed Museum staff who, not only believe in our vision, but who are dedicated to bringing that vision to life.

Liesel Lund
Chairperson: Board of Trustees

1. Background

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 most unique stories you will find in the museum is that of the 1838 meteor fall, known for its unique scientific significance and considered one of the most extraordinary meteorites worldwide, the 1969 earthquake which had a huge impact on the community of Ceres and surrounding area, Galant rebellion, the second biggest slave up rise in the Cape Colony, the Transport Riders and the significant influence that they had on the development of Ceres.

Other exhibits include the first inhabitants and their lifestyle, a collection of wagons, the forced removals during the 1960's that look at the policies of apartheid and their impact on the community. and the Jewish Community, exploring their significant contributions to the cultural, economic, and social development of the town.

Constitution of the museum

Museum Governance

The Ceres Togyers Museum was established as a Local Museum on 7 November 1978 and 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 Amended 2021

The Board of Trustees

The Board of Trustees, as the governing body for the Ceres Togyers 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 Togyers Museum that are responsible for the museum operation, management, and governance.

2. Vision & Strategy

Vision: (The impact we strive to have)

To be a dynamic and welcoming community space where people can gather, collaborate and learn.

Mission: (Why we exist)

To educate, inspire, and connect with its community and visitors through exhibitions, memory, objects and shared identity, ensuring that the legacy of our heritage is preserved and appreciated by all.

The goals and strategies outlined in this document provide a departure point whereby the Ceres Togyers Museum can continue to grow and foster its mission of education, outreach, exhibitions, research and collecting and social responsibility.

Through the implementation of the goals set out for the next three years, the museum will contribute towards:

- Nation building
- Social Cohesion
- Increasing wellness
- Good governance

- Social and human capital development
- Sustainable economic growth and opportunities

The Strategic Plan is a living document which may be adjusted annually.

Values:

All values and services are rendered in terms of the Batho Pele principles. (“People first”)

In addition, the museum also stands for the following values:

- Inclusion
- Accessibility
- Innovation
- Responsibility
- Transparency
- Enjoyment

Together, these values guide the Togyers Museum in its mission to educate, inspire, and connect with its community and visitors through exhibitions, memory, objects and shared identity, ensuring that the legacy of our heritage are preserved and appreciated by all.

Institutional Offerings

The museum offers the following additional services to the public:

- Assist with family research
- Presenting of educational programs to both primary and secondary schools
- Supplying of tourism information on the town and surrounding areas
- Presenting outreach programs to the youth and elderly
- Providing guided tours in the museum
- Providing Environmental and Cultural Outreach tours
- Provide historic information to the public, for learners for school assignments, to broadcasting authorities for the purpose of television programmes
- Providing a venue for workshops and meetings for local businesses, NPO’s and local Municipality.
- Providing space for small functions for the community
- Engaging in social projects

Strategic Partners

The museum has a good relationship with the local and regional authorities as well as with the Tourism Bureau. The following organizations 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 Centre's including Old Age homes
- Local community
- Cape Archives
- Witzenberg Herald
- Department of Social Development
- Friends of the Museum Organisation
- ATKV
- University of Western Cape
- University of Stellenbosch
- Local writers and poets
- WRFM
- ACVV
- NorSA

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 and Networks
- Source of historic information for researchers
- Availability of Conference room
- Positive and enthusiastic Board of Trustees
- Dedicated Personnel
- Ability of Management to manage weaknesses and opportunities
- Trust of the community
- Social engagements
- Educational projects
- Friends of the Museum
- Social media exposure
- Loadshedding free environment

Weaknesses

- Location
- Not tourism friendly over weekends due to lack of parking
- Dependent on subsidy and donations
- Limited exhibition space
- Dependent on seasonal activities for tourist
- Shortage of funds to develop projects
- Too much administrative duties
- Lack of training for museum personnel
- Additional personnel employed on contract only
- Dependable on local tourism marketing initiatives
- Limited budget for marketing

Opportunities

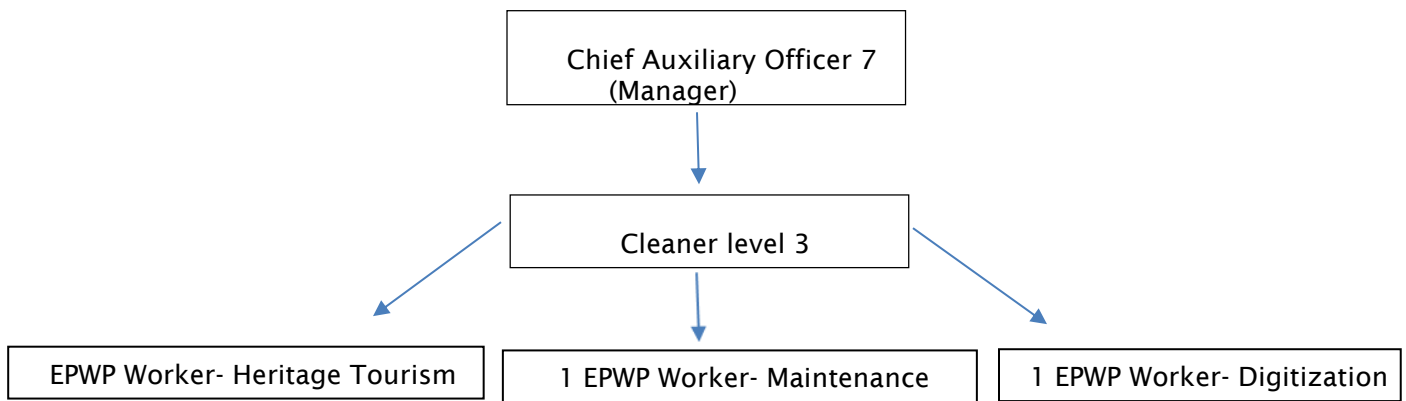
- To extend museum collection through technology
- Development of new stakeholders
- Museum low costs entertainment
- Involvement in community through projects
- New Tourism initiatives
- Funding opportunities for applicable projects by the Friends of the Museum
- New exhibitions by community
- Goodwill of local businesses to support museum.
- New partnerships
- Name of Museum: changed to represent the whole of the community.

Threats

- Location
- Shortage of funding for operational budget
- Termination of EPWP project in Province
- The change in the economic situation has an influence on the number 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 does. Shorter periods of break always and less travelling
- The increasing lack of interest that the local youths show towards Cultural Heritage.

Staff of the museum

The Ceres Togyers Museum has a funded personnel component of 5 people.
 Museum organogram indicating post levels:



3. Objectives

The Strategic Plan yielded seven organizational objectives that support the Mission and Vision. The Vision will become a reality through the implementation of an Action Plan.

Objective 1: To manage the museum efficiently.

Objective 2: To exhibit and promote the history of the community in the Ceres area through digital platforms, off-site exhibitions and community engagements.

Objective 3: To market the museum through social media and communication.

Objective 4: To collect and conserve the collections and promoting shared identities.

Objective 5: To promote social cohesion through public and outreach programmes.

Objective 6: To develop and implementing education programs.

Objective 7: To fulfill its social responsibility towards the community through partnerships.

Objective 8: To strengthen the relationship between the museum and the community to amplify our impact and reach.

4. ACTION PLAN

OBJECTIVES	GOAL	ANNUAL TARGET OUTPUTS
To manage the museum efficiently. <i>Objective 1</i>		
Personnel	Create and present training interventions for personnel	Training opportunities will be introduced in the following areas: <ul style="list-style-type: none"> ➤ Risk/Safety ➤ Registration of Rudowaan du Toit as tour guide ➤ Education
Risk Management	Comprehended museum Risk plan	Proper floor plan signage in museum
Property Management	To keep property in good condition and attend to any problems structural and otherwise. To make the museum conference venue more accessible over weekends to the community	Municipality needs to lower the underground waterpipe below the walkway to Improve the waterflow from the courtyard of the museum into the underground pipes. Power access in the Mandela Room to enhance the use of the library and present programs when the conference room in booked out. To extend the functionality of the Mandela room by accommodating learners with school assignments. Adding a dedicated entrance from the outside to the conference facility that can be accessed over weekends without the assistance of museum personnel.

TOGRYERS MUSEUM		
<p>To exhibit and promote the history of the community in the Ceres area through digital platforms, off- site exhibitions and community engagements.</p> <p>Objective 2</p>		
<ul style="list-style-type: none"> Exhibitions outside the Museum building 	<p>To create awareness of the museum collections and utilize the objects in the museum storage facility to the benefit of the community.</p>	<p>Take objects and small exhibitions to schools, libraries and shops and even churches to entice the public to create awareness and consequently visit the museum.</p> <p>Continue to rotate the pop-up banner of the museum in town on the Meteorite Fall in 1838.</p> <p>Create a new pop-up banner on the theme of the Earthquake.</p>
<ul style="list-style-type: none"> Online exhibitions 	<p>Create an online awareness with regards to current artifacts and exhibitions in the museum.</p>	<p>Add 1 online exhibition to the museum website for the year.</p>
<ul style="list-style-type: none"> Oral history 	<p>To preserve and celebrating our collective memory</p>	<p>Engage in recordings as part of oral history project.</p>
<ul style="list-style-type: none"> Temporary exhibitions 	<p>Creating a space and opportunity for the community to become co-creators and content creators at the museum.</p>	<p>Ask the community the create their own temporary exhibitions at the museum.</p>
<p>To market the museum through a social media and communication</p> <p>Objective 3</p>		
<ul style="list-style-type: none"> Online marketing 	<p>To fully utilize social media for promotions, marketing, and awareness of museum activities</p>	<p>The museum has currently the following online presence:</p> <ul style="list-style-type: none"> - FB pages - Instagram - YouTube account - website

<ul style="list-style-type: none"> Other marketing initiatives 		Local Radio station QR Codes
TOGRYERS MUSEIUM		
Collections Objective 4		
Digitization of collection Accessioning of artefacts	To adhere to international standards for collections	This will be ongoing during 2024/2025 Museum inventory list of all objects will be loaded and available on the new SAHRIS website. Artefacts that have not been accessioned - needs to evaluate and accessioned - ongoing.
Storerooms		Organizing the storerooms for optimal space for new acquisitions.
To promote social cohesion through public and outreach Programs Objective 5		
Commemorative days Additional events	To increase access, reach, and visibility through targeted efforts in the community.	International Museum Day- May Youth Day – June Mandela Day- July Women’s Day - Aug Heritage Month 16 Days of Activism Human Rights Day Crazysocks4docs Mobile clinic at museum Dress-up event. Older Persons Program World Smile Day Open mic event for poets Day of Persons with Disabilities
Social projects	To enhance relations with the community and empower the public to feel ownership of the Museum.	Coffee Jar Soup. Winter Drive Project in collaboration with Ceres ACVV office Assist with ad hoc requests to address social needs in the community with the focus on the elderly, people with disabilities and the youth.

<p>To develop and implementing education programs</p> <p>Objective 6</p>		
<p>Educational programs</p>	<p>Align current programs and develop new program that are aligned with the curriculum.</p>	<p>Develop a new educational program on Klara Majola</p> <p>Re-writing all educational programs to enhance critical thinking.</p>
		<p>Present the annual anti-bullying campaign in April.</p>
<p>Online Programs</p>	<p>To increase access, reach, and visibility through targeted efforts to educational material.</p>	<p>Make all educational programs and recourses accessible online on the museum website.</p>
<p>Outreach educational tours.</p>		<p>Outreach educational tours: Combination of cultural and natural tour in town with the focus on environmental well-being of learners and adults. Tours will be led by site guide, Rudowaan du Toit.</p>
<p>OTHER PROJECTS</p>		
<p>Book Exchange Project</p>		<p>To extend the functionality of the Mandela room to accommodate learners with school assignments.</p>
<p>Community Sundays</p>	<p>To enhance relations with the community and empower the public to take ownership of the Museum.</p> <p>To attract visitors and the community on the first Sunday of every month</p>	<p>Introducing Community Sundays once a month whereby the museum will become a hub on Sundays for three to four hours. The museum will be available for the community to engage socially, relax, and connect with others. Services will be available e.g. leaners information for school assignments. This will address the fact that the museum is not accessible on Saturdays due to the lack of parking.</p>

TOGRYERS MUSEUM		
<p>Name change of Museum to the <i>CERES MUSEUM</i></p>	<p>To enhance relations with the community and empower the public to take ownership of the Museum.</p> <p>Name should be more representative of the collections and exhibitions</p>	<p>Follow a public participation process through the media and on social platforms.</p> <p>Send through request to the Minister of Cultural Affairs and Sport.</p>

