

CERES TOGRYERS MUSEUM

STRATEGIC PLAN 2019/20

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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 Houdembek Farm and the forced removals during the 1960's and the Jewish Community in Ceres.

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, Woman's Day and International museum Day and Heritage Day. The main focus this year will be on the 50th commemoration of the Earthquake and various events will be held during September.

Curriculum Educational programmes will be presented at the museum. The museum will engage into partnership with the ATKV with a new reading programme for learners of the MOD centre ant Morrisdale Primary School. The museum will endeavour to create a strong combination of community recognition.

Another initiatives will be a new partnership with Ceres Zipslide, presenting a craft workshop for clients of APD. A new social project with Baby Love, Premature babies with the local hospital will also be a new project this year.

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

Further research will be conducted on the Khoisan of the area with Prof Nigel Penn from UCT.

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' all inclusive 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 4: To collect and conserve the collections

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

Objective 6: 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 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.

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 2018.

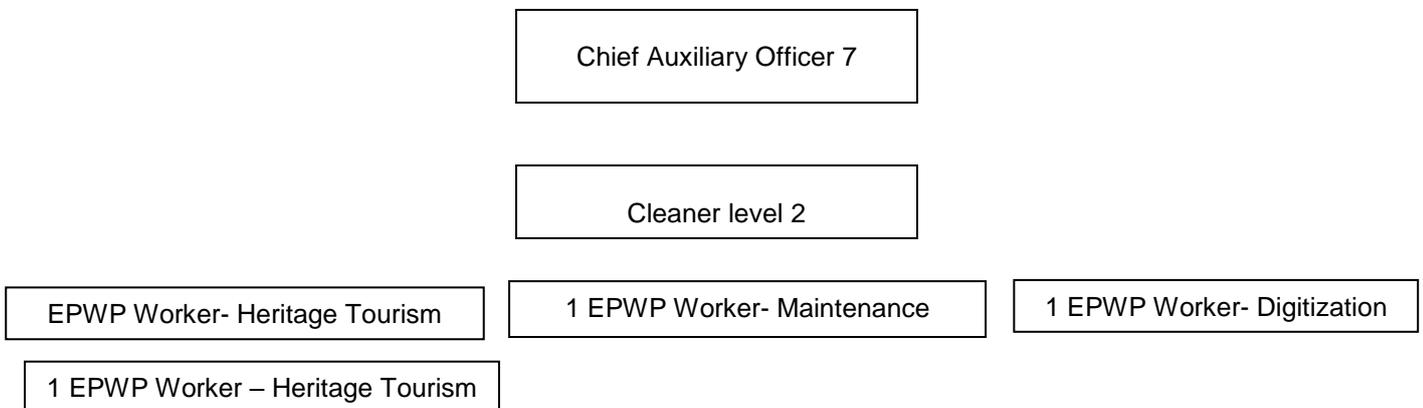
THE BOARD OF TRUSTEES OF THE CERES TOGRYERS MUSEUM				
NAME	CAPACITY	REPRESENTING	TERM BEGAN	TERM ENDED
Mr S Brown	CHAIRPERSON (elected)	Premier's Representative	August 2015	31 July 2018
Mrs S Wagener		Premier's Representative	August 2015	31 July 2018

Miss L Lund	Vice chair	Additional Premier's Representative	October 2015	31 July 2018
Mr H Smit		Municipal representative for the year	1 July 2013	Ongoing
Mr M de Villiers		Friends of the museum representative	16 April 2016	June 2018
Vacant		Premier Representative		
Mr Fredericks		District Municipal representative for the year	1 September 2016	

3.2 Staff of the museum

The Ceres Togyers museum has a funded personnel component of 5 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
- Friends of the Museum Organisation
- ATKV
- University of Western Cape
- Ceres Zipline

4. SWOT Analysis

Strengths

- Property belongs to Board of trustees
- Protect and conserve the history of the Witzenberg Area
- Unique theme (Transport riders)
- 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

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 and writing of reports
- Lack of training for museum personnel
- Additional personnel employed on contract only
- Dependable on local tourism marketing initiatives

Opportunities

- To extent museum collection
- Development of new stakeholders
- Museum low costs entertainment
- Develop new exhibitions
- Involvement in community through projects
- New Tourism initiatives
- Funding opportunities for applicable projects by the Friends of the Museum

Threats

- Location
- Shortage of funds (subsidy)
- 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 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
EFFECTIVE MANAGEMENT <i>Objective 1</i>		
Personnel	Lack of training interventions for personnel (incl EPWP beneficiaries)	Training opportunities will be available to all personnel to enhance service delivery and personal development. In-House training
Risk Management	Museum Risk plan needs to be updated	Fire alarm system needs to be repaired. Proper signage in museum of floor plan and emergency exits Additional camera installed
Property Management	Various repair work on building needs to be done	<ul style="list-style-type: none"> - Cellar needs to be made waterproof - Gable needs to be painted - Gutters need to be sealed - Waterproof sealing of walls in Main hall, ladies toilet
EXHIBITIONS <i>Objective 2</i>		

<p>Adding information to existing exhibitions:</p> <ul style="list-style-type: none"> • Expansion of information on the Khoisan exhibition 	<p>Additional information can be added to the exhibition</p>	<p>Information currently is too general and will be more area focused. Collect information from UCT and to be incorporated in the collection during 2019 cycle</p>
<ul style="list-style-type: none"> • Travelling exhibitions 		<p>Various travelling exhibitions from Museum Services linked to educational programmes</p>
<ul style="list-style-type: none"> • Temporary exhibitions 		<p>Temporary exhibition on the earthquake. Exhibition will be available to libraries, businesses, restaurants in town.</p> <p>Exhibitions at libraries</p>
<p>MARKETING <i>Objective 3</i></p>		
<p>Marketing of museum</p>	<p>Museum have a marketing plan. Needs to be updated</p>	<p>Marketing plan will be updated.</p>
	<p>Limited visibility of museum in town.</p>	<p>Identify more spaces in town where museum can be marketed</p>
<p>Marketing of Earthquake Book</p>	<p>To ensure more sales of the book.</p>	<p>Magazines Reviews of book Social media Bookstores</p>
<p>COLLECTIONS <i>Objective 4</i></p>		
<p>Implementation of collection and conservation plan</p>	<p>Plan is in place but needs to be implemented</p>	
<p>Digitization of collection</p>	<p>Ongoing digitisation of collection.</p>	<p>This will be ongoing during 2019/20</p>
<p>Accessioning of artefacts</p>	<p>Many artefacts that have not been accessioned</p>	<p>Artefacts that have not been accessioned needs to evaluate and accessioned</p>
<p>Preventive conservation methods to be implemented</p>	<p>Workshops being attended by Museum personnel.</p>	<p>Preventive conservation Workshop will be available for cleaner and maintenance EPWP beneficiary</p>

<p>PUBLIC /OUTREACH PROGRAMMES <i>Objective 5</i></p>		
<p>Community involvement through special programmes</p> <p>50th commemoration of Earthquake will be the focus of outreach programmes See Annexure A</p>	<p>Commemorative days that need to be celebrated as part of Public Programmes and Outreach programmes</p>	<p>Programmes for the following Commemorative days will be presented:</p> <p>International Museum day. -May (MUSEUM MONTH)</p> <p>Mandela Day- July</p> <p>Women’s Day - Aug</p> <p>Heritage Month- Sept Heritage month will focus on the 50th commemoration of the earthquake. A Committee will be formed that assist in various areas e.g outreach, education, commemorative event in town. Inputs from community will be used as basis for event.</p> <p>Regional museums will also host an event during September.</p> <p>Human Rights Day - March</p> <p>Outreach programmes</p> <p>Social project – Baby love project. / ADP craft workshop</p>
<p>EDUCATION <i>Objective 6</i></p>		
<p>Curriculum based programmes related to themes</p>	<p>Programmes are presented currently.</p> <p>The programme on Forced removals need to be adjusted</p>	<p>New Khoi/San programme provided by Museum Services</p> <p>Re-developing of the Forced Removals programme will be re-developed with the help of the School for Conservation in Wynberg.</p>

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Programmes to MOD centres	No current programmes presented to MOD centres	A new Reading programme Will be introduced to learners from MOD centre at Morrisdale Primary school with reading disabilities.
Holiday programme for children	No activities for children during school holidays	To develop a school holiday programme that will be run by the EPWP beneficiaries during school holiday. Pilot programme during June holiday.
OTHER PROJECTS		
Assist in the launch of a new children's book by Troula Goosen.		Arrange for a talk by author at local schools on writing skills

6. Budget

Personnel Training	R 5 000.00
Temporary Exhibition: Earthquake	R 2 500.00
Marketing	R 3 000.00
Public Programmes	R 8 000.00
New Reading Programme	R 2 500.00
Holiday Programme	R 1 000.00
	R40 000.00
TOTAL	R 62 000.00

7. Risk identification Assessment

See attached Annexure A

Conclusion:

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 collecting, conserving, documenting, education, outreach and exhibitions. The museum should work aggressively to establish stronger partnerships with other non-profit organizations and businesses to encourage greater interest for the museum and its mission.