



“LOOKING BACK, MOVING FORWARD”

IPENZ Centenary Celebrations 1914 -2014

PAST, PRESENT, FUTURE

Michael Frawley

Chief Executive Officer

8 MARCH 2016

COLLABORATION

INTEGRITY

CREATIVITY

STEWARDSHIP





MOTAT Parking

STADIUM ROAD

GREAT NORTH ROAD

MOTAT – GREAT NORTH ROAD





Westpoint Performing Arts Centre

MEOLA ROAD

MOTA T Parking

MOTONGA



DAME CHERYLL SOTHERAN REPORT

1



A critical moment

A STRATEGIC REVIEW OF
THE MUSEUM OF TRANSPORT & TECHNOLOGY

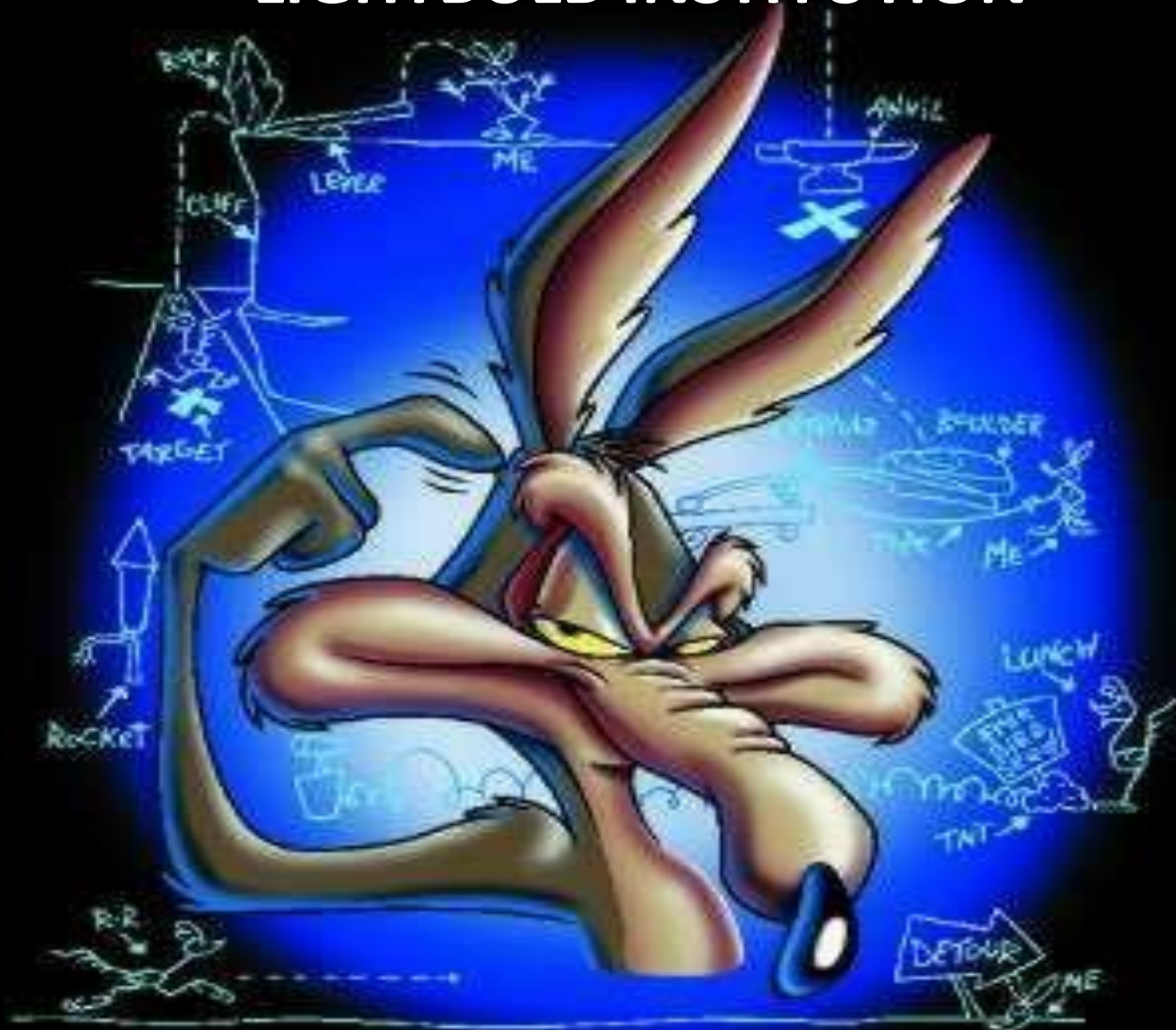
Dame Cheryl Sotheran & Tim Walker

JUNE 2012

Report Summary

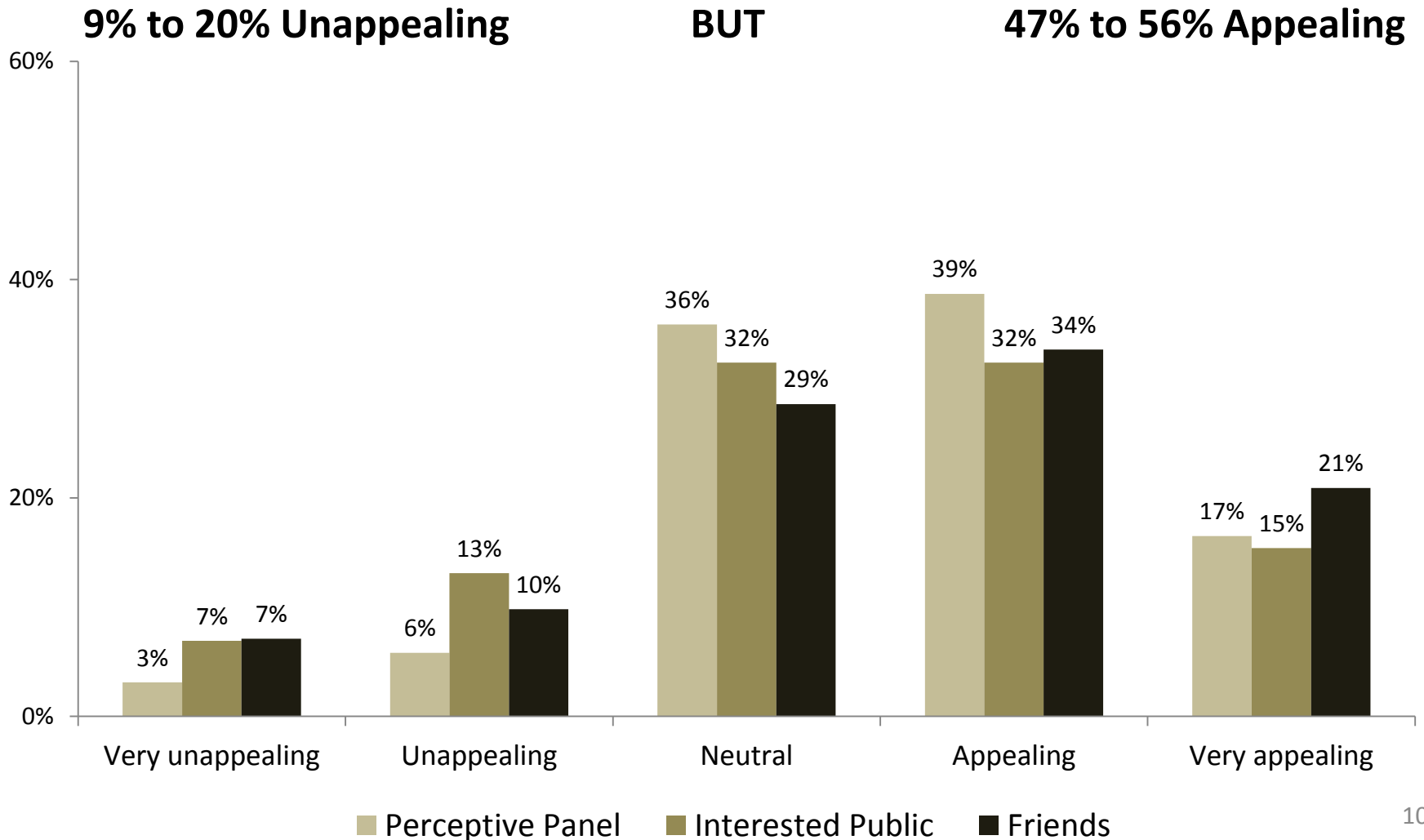
1. Limited appeal - need to establish value and relevance to Auckland community and New Zealand
2. Legacy issues - buildings, infrastructure and collection
3. Need to move from being a Smithsonian styled museum to a 'light bulb Institution'.

LIGHTBULB INSTITUTION



APPEAL OF 'MUSEUM OF SCIENCE'

When asked more specifically if MOTAT should extend its focus to science as a whole – all three groups responded positively.



CRITICAL STEPS

- **New Strategy** → **Lightbulb Institution**
- **New Structure** → **Put words into action**

- **Visitor satisfaction 84%**
- **Total visitor numbers 244,994**

Auckland visitors	90%
Domestic tourists	2%
International tourists	8%

New Strategy

We will use our heritage collection and our focus on Kiwi ingenuity and technology in a creative, interactive and hands on way to educate and inspire the innovators of tomorrow

THE PAST, THE PRESENT, THE FUTURE

PENNY FARTHING'S TO YIKEBIKE (GRANT RYAN)



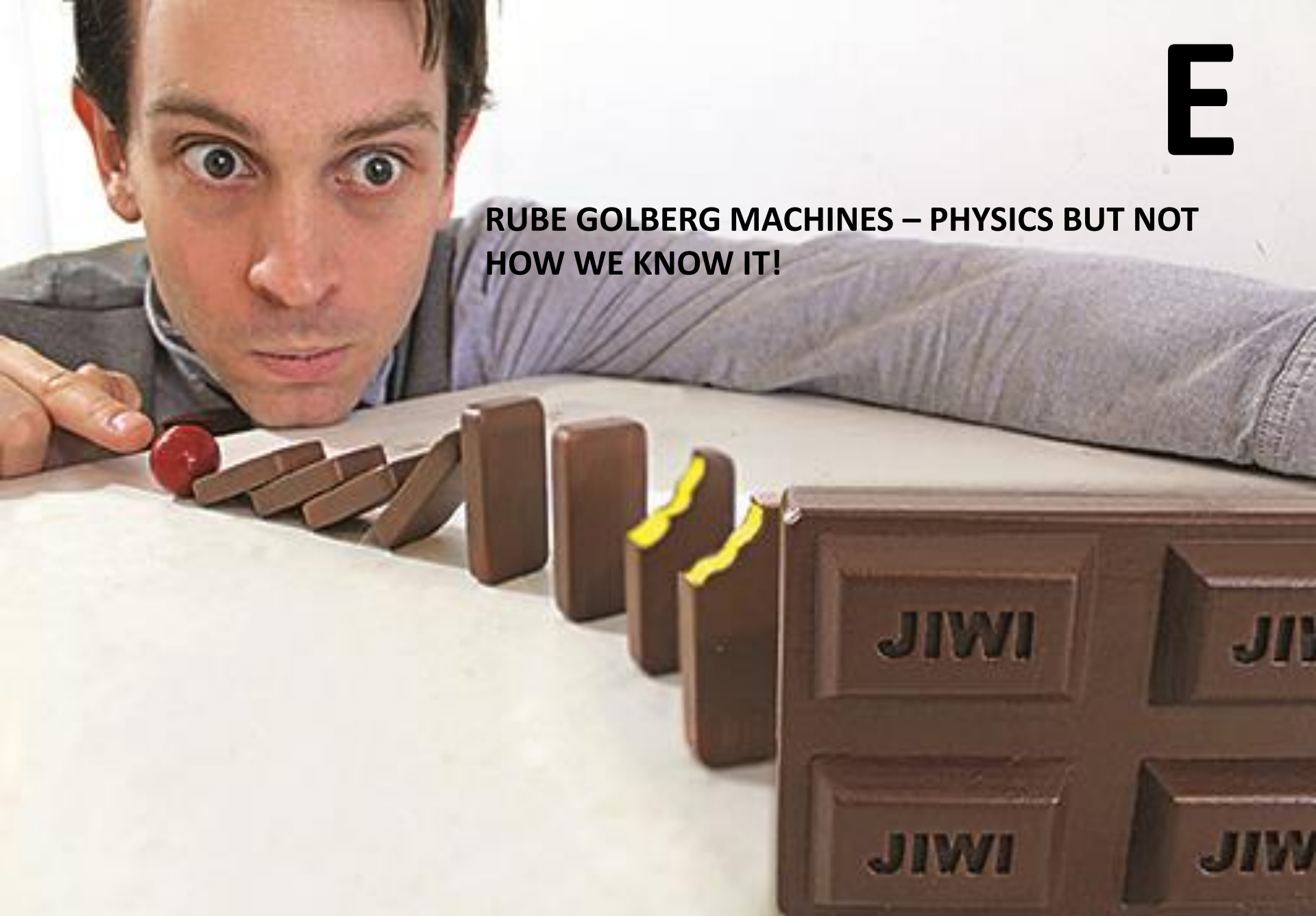
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RUBE GOLBERG MACHINES – PHYSICS BUT NOT
HOW WE KNOW IT!



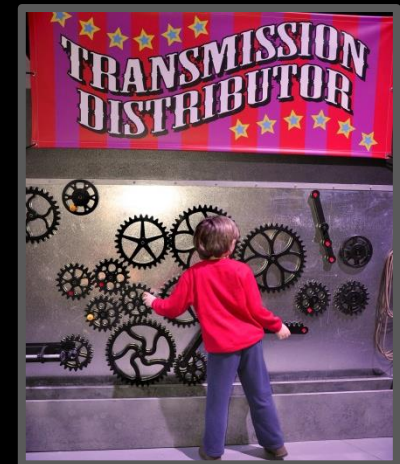
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WELCOME TO THE MACHINE 2014



ALYA HUTCHINSON – KINDLING CRACKER



MOST INNOVATIVE USE OF TE REO



GET SMART - 2015





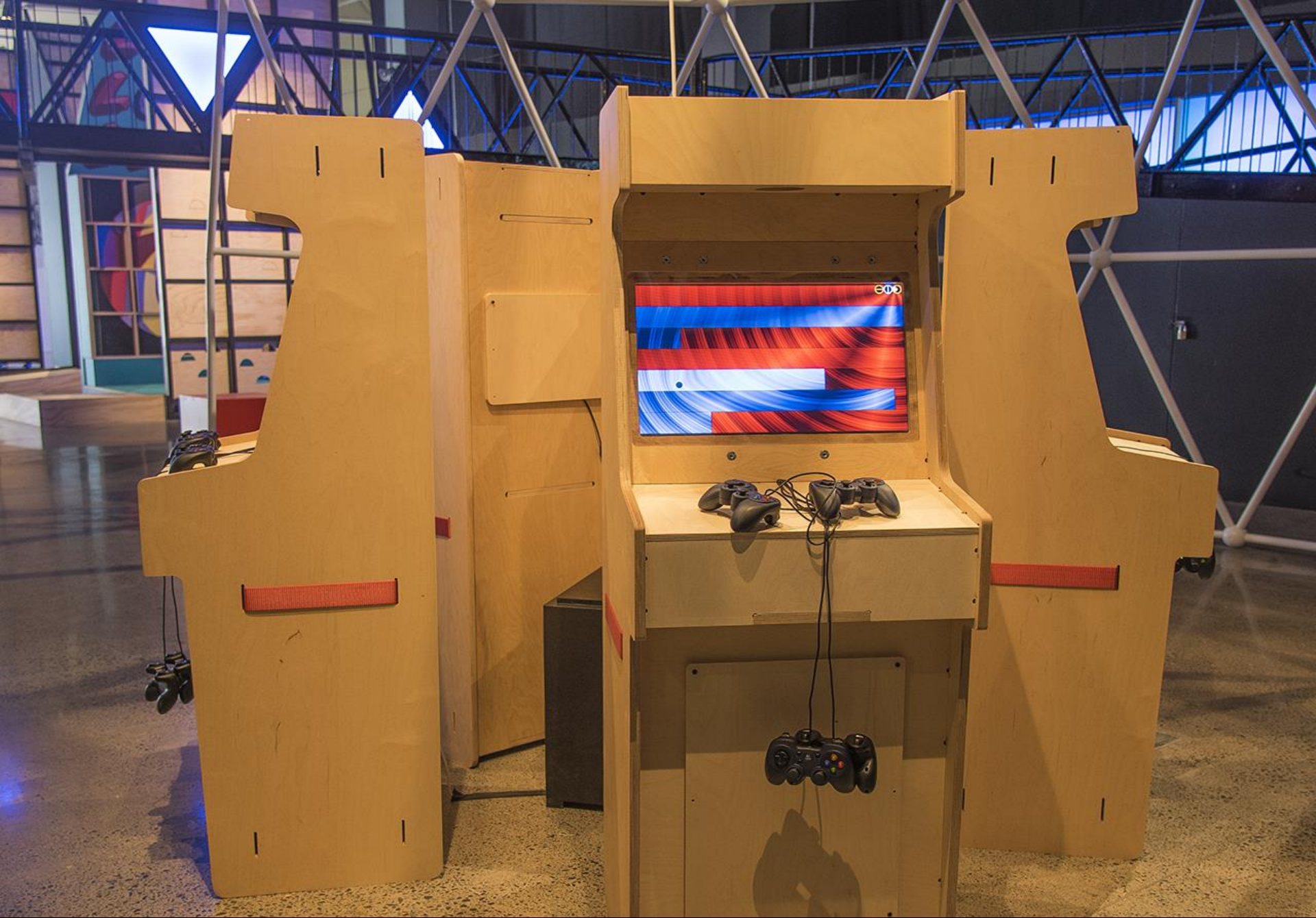


the idea collective

**A multi-dimensional space
and environment to stimulate,
challenge and inspire participants
to engage with innovation.**

the idea collective

A multi-dimensional space and environment to stimulate, challenge, and inspire participants to engage with innovation. The Idea Collective is not a conventional museum exhibition, but rather a dynamic, evolving, collaborative project that celebrates New Zealand's vibrant innovation culture. Bringing together a diverse set of innovators, artists, designers, and technologists, the Idea Collective encourages open conversation about what innovation means and what the future holds.



RICHARD PEARSE TO COMPOSITE HELICOPTERS



SIR RICHARD TAYLOR – WETA WORKSHOPS



EVENTS/PROFILE







ALIGNMENT WITH IPENZ'S OBJECTIVES

- Encourage people to choose engineering
- Sharing and promoting knowledge
- Celebrate achievement



Use MOTAT's 'cool' stuff and IPENZ knowledge to achieve objectives

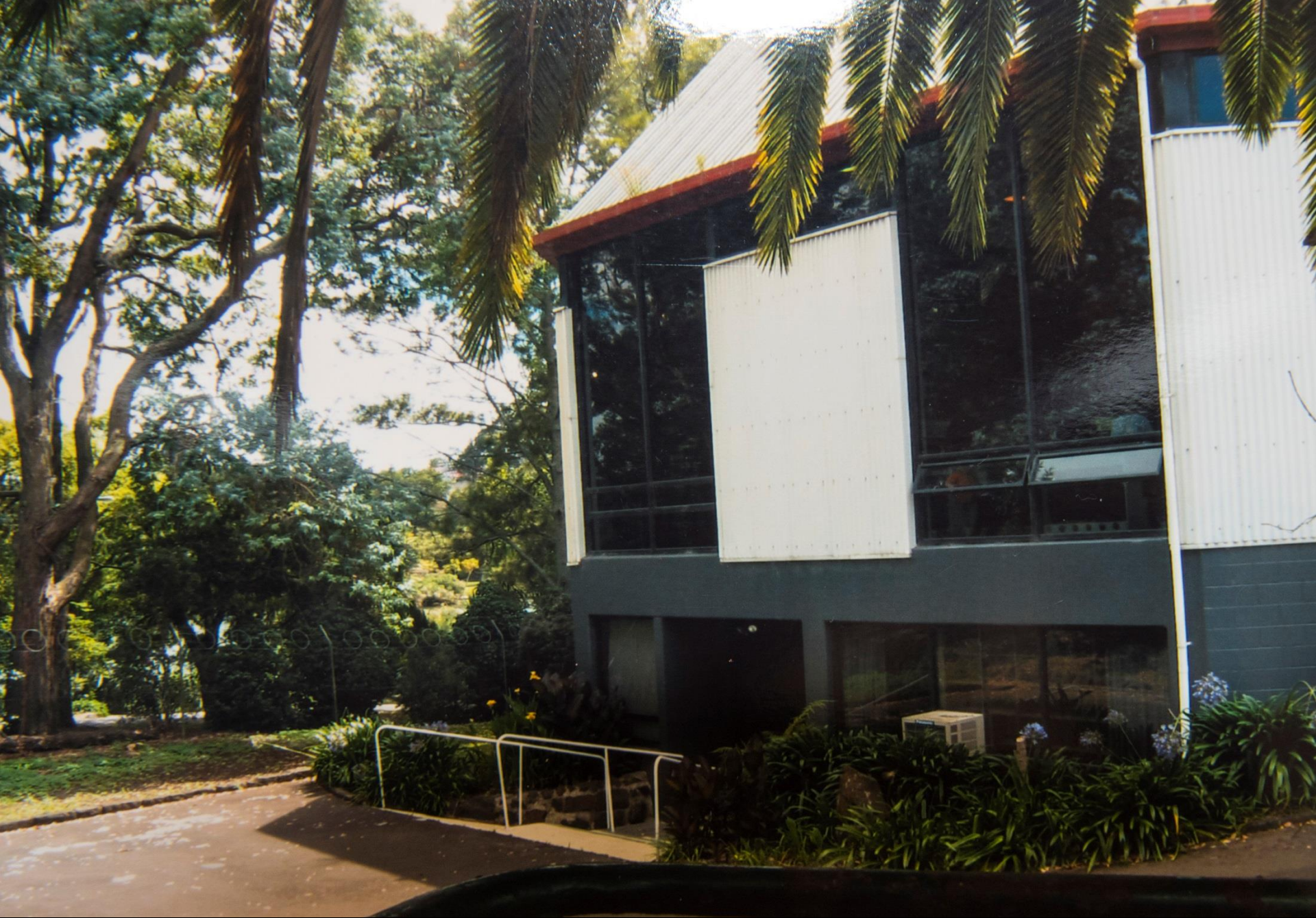
INFASTRUCTURE

MOTAT
is changing.
Our vision is
to share stories of
Kiwi ingenuity,
transport and
technology.

Kei
te puta kē te
āhua o MOTAT. Ko
tā mātou matakite kia
tahuri mātou ki te tiri
i ngā pūrākau pono mō
te auaha, mō ngā waka
me ngā hangarau o
ngā tāngata o
Aotearoa.

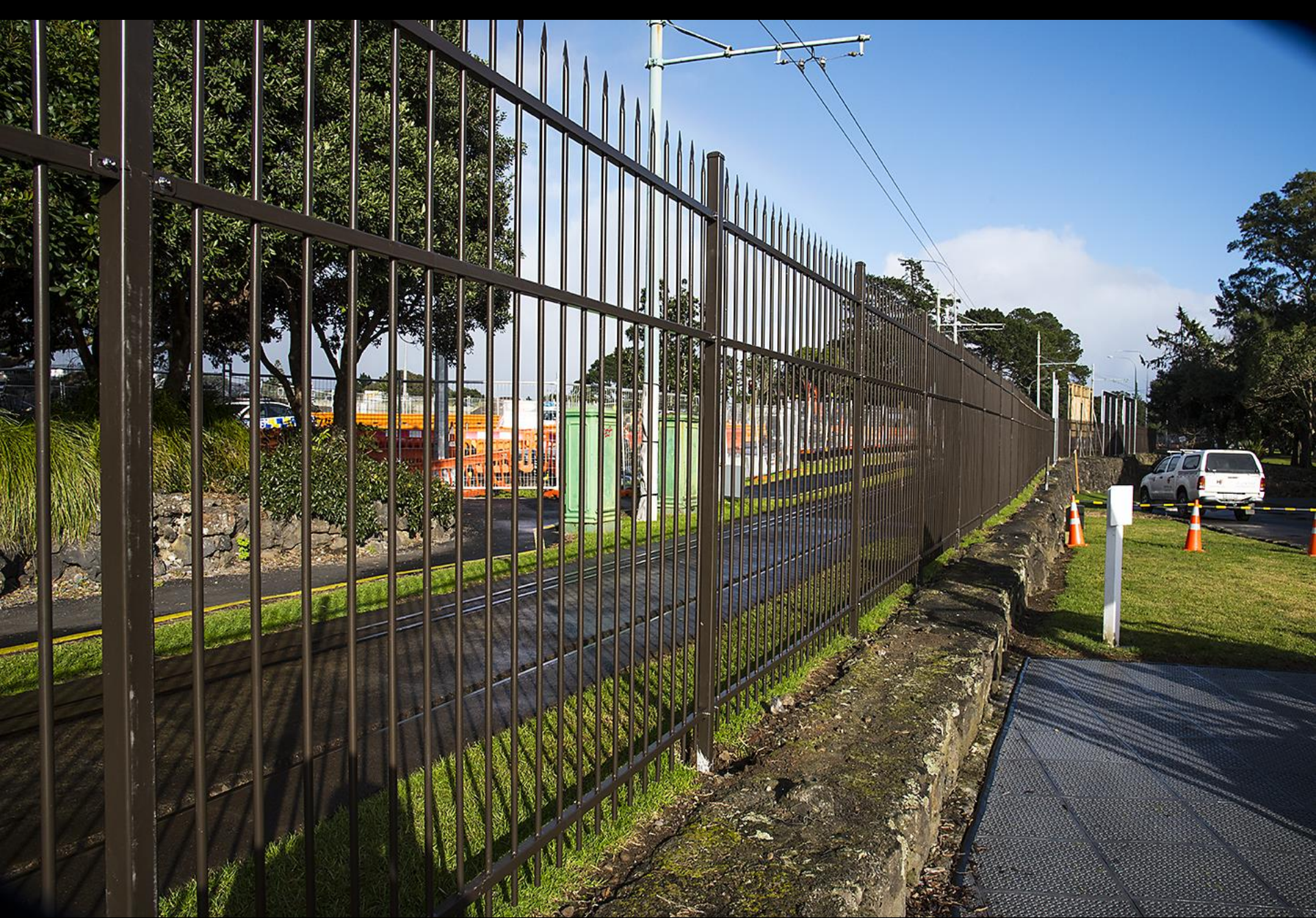
MOTAT
is moving
from being
a collection of
to a 'light'
institution

SCHOOLHOUSE LANE





WALSH MEMORIAL
LIBRARY



ATHFIELD PLAN/MOTAT OF THE FUTURE

1.2 MOTAT 1 EXISTING CONDITIONS



1.2 MOTAT 1 LOOKING FORWARD IF THE ATHFIELD PLAN IS FULLY IMPLEMENTED



1.2 MOTAT2 EXISTING CONDITIONS



1.2 MOTAT 2 LOOKING FORWARD IF THE ATHFIELD PLAN IS FULLY IMPLEMENTED



Thought No. 18

Thoughts No. 15 and 16

Thought No. 1

Thought No. 17

LOOKING FORWARD

- **Challenging/disruptive Exhibitions/Experience (e.g. Pop Ups) that are aligned to the achievement of the Visions**
- **Working with other institutions with similar objectives (e.g. IPENZ)**
- **Capital for implementation of Athfield Plan**
- **Development of Western Springs Precinct Strategy [Zoo, Stadium, MOTAT and Parks]**
- **Development of MOTAT as an Innovation Hub**

MOTAT & IPENZ



Collaboration

QUESTIONS

