

WHAT OUR MUSEUM HAS DONE

Chairman - Colin Seymour (A.E.T.M.)

Recorder - Ron White (A.E.T.M.)

The Forum related to the topic:

- "What have we at our Museums to bring in the People?"

The following Museums explained what they had done to "bring in the people".

Ballarat Tramway  
Preservation Society

Contacted coach companies, but some did not stop long enough for a ride. Coach companies probably want weekday operations, which is not always possible for a voluntary society. "Penguin Vic." (a children's club of 4,000 members) offers free vouchers in tourist books. This gives an idea of market penetration.

South Pacific  
Electric Railway  
Sydney

School holiday operations on Wednesdays. Tried nominated Charter days once a month but too restrictive for potential customers. Can cope with occasional charter groups.

Western Springs  
Tramway, Auckland

Coach companies responded to an offer of a guide system within the MOTAT area. The Pioneer Village provides guides. An Education officer liaises with school parties and looks after the party during it's stay. This has created extra interest from schools.

WHAT OUR MUSEUM HAS DONE (Cont'd)

Australian Electric  
Transport Museum  
Adelaide

Provides hot dog lunch and cake for charter groups on demand. Sunday tea, coffee and sweets when Bev Smith is available. Charters have kept the A.E.T.M. financially viable. Retired members are making a useful contribution here. Initiative needs to come from the A.E.T.M. to interest coach companies. A.E.T.M. held a Coach Captain's Day to arouse interest in the Museum and get the coach drivers enthused.

Tramway Historical  
Society, Christchurch

A kiosk offers snacks. However, a concessionaire needs assurance of potential business before opening. Subcontracting works better than members trying to do it (but the subcontractor's heart is not in it).

Ferrymead

The Canterbury Provincial council meets here 3 times a year and invites tourist/accommodation operators to tourist venues such as Ferrymead.

Wellington Tramway  
Museum

The museum participates in a joint advertising campaign by member museums of the Federation of Rail Museums in New Zealand. Such co-operative advertising enables advertising costs to be shared. A special voucher offer is being considered to gauge market penetration.

WHAT OUR MUSEUM HAS DONE (Cont'd)

Membership of  
New Zealand  
Federation of  
Rail Museums

Means competition with other  
similar societies. The museum  
needs to target in on a market,  
eg. Senior Citizens groups and schools  
if no success with coach companies.