CULTURE BUSINESS
SYDNEY 2019

Rocking the boat: Membership at Auckland Art Gallery Toi O Tāmaki

Christiane Pracht
Greetings
Distinguished guests, ladies and gentlemen
All cultures
All professions and faiths
Greetings to you all

Pukekawa is the mountain
Waitemata is the harbour
Tamaki Paenga Hira is Auckland War Memorial Museum

My name is Christiane Pracht
ACKNOWLEDGMENT

I would like to acknowledge the Gadigal people of the Eora nation as the Traditional Custodians of the bamal (earth) and badu (waters) on which we stand. I also acknowledge all traditional custodians of the land and waters throughout Australia and pay my respects to them and their cultures, and to Elders past, present and emerging.

A special thank you to Auckland Art Gallery Toi O Tāmaki for generously allowing me to share this content.
INTRODUCTION

In 2015, I was hired by Auckland Art Gallery to develop, implement and run a new Gallery owned and operated Membership program. Gallery Membership was launched in February 2016 with 750+ Founding Members.

By June 2018 Membership had grown to 7200+ Members. I left the Gallery in August 2019 to take up the newly created role of Membership Manager at Auckland War Memorial Museum Tāmaki Paenga Hira. I am tasked with developing, implementing and running the Museum’s new Membership program.

I am here today to talk about my experiences of building a Membership program at Auckland Art Gallery Toi O Tāmaki incorporating and honoring an existing Friends Society.
AUCKLAND ART GALLERY
TOI O TĀMAKI, 2018

• Established in 1888
• A cultural leader in Aotearoa New Zealand
• A place for art and a catalyst for ideas
• Multiple exhibition spaces and an award winning building
• The largest art collection in New Zealand of more than 17000 artworks
• Onsite audience of just under 550,000
• 25 exhibitions incl three touring shows
• 469 acquisitions and five publications
WHY MEMBERSHIP?

From: [redacted]
Sent: Tuesday, 16 July 2019 12:25 PM
To: Valerie Shannon
Subject: Thank You

Dear Valerie Shannon,

Also all the Toi o Tamaki - Auckland Art Gallery executive management. This is a personal note of gratitude from me to you.

Wow!... where do I begin. You have one of the most beautiful art galleries in the world. I have travelled to many countries and visited art galleries in those countries. The gallery design, layout and facilities here at Toi o Tamaki is truly unparalleled. Absolutely stunning and every art exhibition worldclass and just wow. Mind blowing. You are an absolute worldclass art agllery with extraordinary vision and I thank you for my membership. Im an artist & writer who loves attending the exhibitions and spending time working on some design work and my manuscript in the members lounge.

Thank you for providing such a peaceful beautiful space for members where I spend most days tapping away on my computer and enjoying the spectacular view from the lounge. Looking forward to spending summer out on the deck now their are tables and seats available. Its so very easy to become distracted wanting to daily view and enjoy the art works and space around us ( I have viewed Francis Hodgkin 7 times) and Pacific Sisters 4 times ), but I am meeting some wonderful creatives here, making new friends and finally getting work done on my laptop.

Thank you so very very much for these from the bottom of my heart. So very proud to be a member of the gallery and encouraging friends within other countries to visit too through my blogs.

[signature]
MEMBERSHIP MODEL AND BRAND

In 2016 Auckland Art Gallery began the transition of the Friends of the Auckland Art Gallery Society (Inc), an independent voluntary-run organization, into a Gallery-owned and operated membership program.
THE MEMBERSHIP MODEL

• A competitively priced loyalty program offering individual membership only, with a guest pass option
• Annual membership fee of $50 or $40 concession
• Benefits are FREE unlimited entry to paid exhibitions, exclusive exhibition previews, Members’ lounge access, invitations to regular talks or behind-the-scenes tours, regular email newsletters, discounts and more
THE MEMBERSHIP BRAND
THE MEMBERSHIP BRAND

MILY KISLER
IN CONVERSATION WITH
KAREN WALKER
Wed 18 Jun 7-10pm

MEMBERS LATE NIGHT
POP-UP ART TALKS
LIVE MUSIC
20% DISCOUNT IN THE SHOP

Tickets and more info at:
aucklandartgallery.com
at front desk or information desk

PACIFIC SISTERS
He Toa Tātea | Fashion Activists

Members Preview today
Talk 12-1pm
Auditorium
Exhibition open 1-4pm
Level 2

Ask us about
becoming a Member
aucklandartgallery.com/members
THE MEMBERSHIP BRAND

ART PERFECT GIFT

Give the gift of membership this Mother’s Day

ANNUAL MEMBERSHIP $50

Free entry to paid exhibitions
Discounts at Gallery shop and café
Invitations to exclusive events
and much more.

AUCKLAND ART GALLERY OI O TĀMAKI
aucklandartgallery.com/member

Tamaki Paenga Hira
War Memorial Museum
ENGGAGEMENT

‘Every time I find a welcoming, inspirational, uplifting experience. You must be doing a lot of things right.’ Auckland Art Gallery Member
MEMBERSHIP EVENTS

• During FY17, the Membership team ran 62 Members’ events which were attended by 1268 Members
• During FY18, the number of Membership events went up to 78 with a total attendance of 4020 Members
• Membership events significantly contributed to revenue generation, new Member sign ups and engagement
MEMBERSHIP EVENTS
I really enjoyed these lectures. I gained a much deeper understanding of Frances Hodgkins and her fascinating life. I visited the exhibition prior to the lecture series – on revisiting it again after the lecture I felt much more informed having gained a much deeper understanding of Frances.'

Penny, Auckland Art Gallery Member
MEMBERSHIP GROWTH

Membership growth during paid exhibitions
MEMBERSHIP GROWTH

- During a paid blockbuster exhibition the Gallery sold between 12.5 to 22.4 memberships per day
- During a niche paid exhibition daily membership sales averaged 4.6 to 5.1
- Sign-up outside of paid exhibitions averaged 2.8 per day
MEMBERSHIP GROWTH

Membership growth in numbers

MEMBERSHIP CONTRIBUTION

• Over a period of nine months, the average Auckland Art Gallery Member spends 13.5 times more at the Gallery than the average visitor.

• In December 2018, 30% of Shop revenue was generated through sales to Members.

• In June 2019, revenue from Membership fees exceeded revenue generated from the Gallery Shop.
SUCCESS FACTORS

‘The membership pass rocks my world.’
Rhoda, Auckland Art Gallery Member
KEY SUCCESS FACTORS

- Strategic focus and commitment from the organization to deliver a Membership program
- A competitively priced loyalty program which is easy to communicate and easy to sell
- A strong brand and attractive collateral
- A focus on digital with robust systems on- and offline
- An engaging events program
- A paid exhibition program supporting member acquisition and retention
KEY LEARNINGS

- Implementing a new Membership program is not for the faint-hearted
- Proper Change Management is important
- While membership needs a strong lead, to be successful it is delivered by the entire organization
- A customer centred mindset and a focus on what the customer wants and is prepared to pay for is essential
- Free unlimited entry to at least two paid exhibitions together with other attractive benefits were the main drivers for membership growth and retention
- An engaging events program can drive membership but is no substitute for paid exhibitions
- Without paid exhibitions membership numbers will decline
KIA ORA
THANK YOU

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