



## SAVING HISTORY

New Zealand History Federation Inc.  
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### “Raising the profile of rural communities with small museums through historical tourism”.

At its Annual General Meeting in April 2014 the New Zealand History Federation Inc. resolved to assist our members by investigating the use of Quick Response Coding.

Over the past two years of preliminary development we now see this as an opportunity to raise the profile of rural communities with small museums through historical tourism.

These developments include:

**Discover NZ** a geotech locator app which will tell you, where you are and what you can find in your immediate area. These will include through a partnership with Historical Societies and their facility museum and/or house special presentations including 3D fly overs.

**Stqry** The QR Coding app that will open the door of the museum when the museum is closed. This will provide information on what the museum has to offer, what is in their inventory, what archives they have and what information they can make available on the local area and its people. This could be developed to include Retail, Agriculture, Commercial, Community, Recreational and Residential history.

**Mytours** A touring app that will bring you on location with historical walks in the immediate area, the retail, heritage buildings and sites. Not just showing where these are located but also giving the detail of the story behind each accessed through a QR Code.

**Heritage Trails** Giving the location, map of the trail and the stories behind each site. Currently a brochure may only give a paragraph description, this will have a QR code for each site to give as much detail that is available for that site. We are preparing a colouring book of sites and places for an activity after the trail tour to reminder of this experience.

**Replicas** Many museums have valuable items, too valuable to be on open display and handled by the general public. We have found a 3D printing system that can replicate the item and have it available whilst the ‘real thing’ is safely locked away

**Funding Figures** Many of our members have trouble getting funding. One question frequently asked is “How many people come through your museum?”. Generally this information has been gathered by an enthusiastic volunteer ticking people off as they walk past.

Should that volunteer be otherwise occupied people can be missed and therefore figures are not as accurate as they could be. We are going to offer a counter which identifies everybody whichever way they are moving.

**Activities** We know from experience that people visiting museums generally do their research with a pre visit by google, then visit itself and usually some hands on experience.

For the post visit experience we are planning to present a book series about these small museums and everything they contain. This will include selected photographs and detailed text of the displays including their stories. We are preparing a colouring book of displays and articles within the museum for an activity after the visit and a reminder of that visit.

**Local History** Our communities are full of people with interesting stories about themselves, their families and their environment. We are planning to capture and have them available on the Discover NZ app, not just locally, but also for visitors to collect and retain a record of our country and its people.

We will work in collaboration with local libraries to fill in the gaps rather than duplicate what is currently in the market place.

**Big picture image** The future view, at the completion of this project, is having the 13 regions (Regional Council Zones) of New Zealand we are working on linked within their group of museums combined with the overall collection of small museums (385+) so that the Free and Independent traveler can seamlessly move around our country, locating the museum on their phone together with other local information, to the museum confident the professional presentation, whilst similar is locally different, the displays have an air of professionalism and complete information, the full contents are ‘on-line’ but accessible for their information with accurate complete stories, items on display maybe replicas (originals safely and correctly archived) but are accurate representations and there are before, during and after experiences.

Thank you

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Secretary/Treasurer  
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