
From: David Claridad [dclaridad@dbmcons.com.au]
Sent: Wednesday, 18 January 2012 11:29 AM
To: Vyver, Tasma
Cc: Tony Williams
Subject: RE: MOAD - follow-up study on level of awareness/interest of MOAD, next wave [SEC=UNCLASSIFIED]
Attachments: RE: request for a quote [SEC=UNCLASSIFIED]; Q111 MoAD_Gen Vis Survey_Topline (Jan fieldwork only)_FINAL.ppt

Hi Tasma,

Please note I've cc'ed my colleague Tony.

I tried returning your call from last night 15 minutes ago – we might just keep missing each other.

I can understand your concerns with benchmarking against the National Museum of Australia, with all things considered. Likewise, there should be a caveat that 'likelihood to visit' is influenced by location; with this wave only surveying ACT, we hope to provide findings that take into account the budget amount used on local marketing.

In terms of the demographic profile of those 'likely to visit', I will aim to incorporate some findings in the next report which we can discuss early February.

I've attached a previous DBM report with some findings which should provide more of an insight into the character profile of MOAD visitors, including multiple visits and visits from family with children (slides 30-34).

In terms of adding questions, we previously agreed with and budgeted for the questionnaire as it is (please find attached Nicolle's email with sign off at the bottom); as it is a tracker, I would not be inclined to add in more questions that may possibly sway results wave-on-wave.

As previously mentioned, we can discuss our findings in early February, and reassess whether there are any opportunities in the future.

Regards,
David

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From: Vyver, Tasma [<mailto:Tasma.Vyver@moadoph.gov.au>]
Sent: Wednesday, 18 January 2012 9:47 AM
To: David Claridad
Subject: RE: MOAD - follow-up study on level of awareness/interest of MOAD, next wave [SEC=UNCLASSIFIED]

Hi David,

Thank you for the update and files. Needless to say we have a lot of work to do from an awareness perspective but are there any industry benchmarks based on comparable marketing budgets etc? I would love to discuss the report and insights with you in more detail so maybe early Feb (post report) would be the best time?

It's difficult when we are benchmarking against the National Museum of Australia who has a 7 year head start, significantly more budget and broader public appeal. Bit concerned about the 61% who are not interested in visiting once hearing MoAD's product offering... we may need to revisit our 'key messages'...do we also drill down into likelihood to visit indexed against interest in MoAD and can we see the demographic profile across all responses? For example, of those people who are most interested what do they 'look like' and again those not interested.

I only have two questions pertaining to the current report...I would love to get an insight regarding repeat/previous visitation (albeit I know it would be low!) – it would be great to know who had previously visited MoAD as repeat visitation is an area I would like to focus on. It doesn't appear we ask whether they have children either as I think this could be a major target audience for us.

Cheers,
Tasma



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From: David Claridad [<mailto:dclaridad@dbmcons.com.au>]

Sent: Tuesday, 17 January 2012 9:44 AM

To: Vyver, Tasma

Subject: RE: MOAD - follow-up study on level of awareness/interest of MOAD, next wave [SEC=UNCLASSIFIED]

Hi Tasma,

No problems, didn't send through yesterday as I thought you might be busy with inductions – just another thing on your plate on your first day ☺

Please find attached:

1. The online questionnaire for this wave; and
2. The latest report sent

As noted below, this is an extension of a previous study where we monitor and track general awareness of MOAD. In the questionnaire, after the demographics, we have the three research questions which are reported on – awareness, interest and likelihood to visit.

The process for this wave is slightly different from last wave in that we are only surveying ACT. Otherwise, the specs for the online survey remain the same.

Regarding timings, we are going live with the current wave from 19th-27th January.

Regarding the report delivery with weighted results, we will send through by 8th February latest. Let me know if that date suits you too.

If you have any queries, my direct line is 03 8862 5507 – feel free to call.

Thanks,
David

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From: Vyver, Tasma [<mailto:Tasma.Vyver@moadoph.gov.au>]
Sent: Tuesday, 17 January 2012 9:11 AM
To: David Claridad
Subject: RE: MOAD - follow-up study on level of awareness/interest of MOAD, next wave [SEC=UNCLASSIFIED]

Hi David

Bravo! You pre-empted my email so thank you.

Can you give me a bit of background regarding the process, questions, timing etc – happy to organise a phone hook up if that will be easier.

Cheers
Tasma

From: David Claridad [<mailto:dclaridad@dbmcons.com.au>]
Sent: Tuesday, 17 January 2012 9:09 AM
To: Vyver, Tasma
Subject: MOAD - follow-up study on level of awareness/interest of MOAD, next wave

Hi Tasma,

I have been dealing with Nicolle Keyes on a study to track the level of awareness, interest and likelihood to visit the Museum of Australian Democracy, and just thought I'd get in touch.

Just to let you know, we are due to start the next wave on Thursday this week (17th January). This will be the penultimate wave, with the final one set for July 2012.

Let me know if you have any queries, and I look forward to working with you.

Kind regards,
David

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From: Keyes, Nicolle [Nicolle.Keyes@moadoph.gov.au]
Sent: Tuesday, 11 October 2011 11:17 AM
To: David Claridad
Cc: Julia Sarroff; Tony Williams
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi David,

The dates look fine to me.

Kind regards,
Nicolle



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nicolle.keyes@moadoph.gov.au moadoph.gov.au

From: David Claridad [mailto:dclaridad@dbmcons.com.au]
Sent: Wednesday, 5 October 2011 4:20 PM
To: Keyes, Nicolle
Cc: Julia Sarroff; Tony Williams
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Nicolle,

I will be supporting Julia and Tony on this project, and look forward to working with you.

Just confirming that the Omnibus will be in field Monday 24th October and the report delivery date by Thursday 3rd November.

Regards,
David

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From: Tony Williams
Sent: 30 September 2011 11:47
To: 'Keyes, Nicolle'
Cc: Julia Sarroff
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Nicolle,

Thanks for your confirmation to proceed.

We'll be in touch with precise timings for the first wave in due course. I expect we'll get the report to you in the first week or so of November, but will confirm this also.

Unfortunately, there's no long weekend for us Victorians but I hope you enjoy yours! I'm vacationing in Canberra next weekend and bringing the family to MoAD. Doubt I'll see you there as will be Saturday or Sunday.

Thanks

Tony

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: 30 September 2011 11:39
To: Tony Williams
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Tony,

I would like to accept your quote. Please proceed with booking the first wave for late October.

Have a nice long weekend.

Kind regards,
Nicolle



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From: Tony Williams [mailto:twilliams@dbmcons.com.au]
Sent: Wednesday, 28 September 2011 12:11 PM
To: Keyes, Nicolle
Cc: Julia Sarroff
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Nicolle,

The total cost to add the three awareness questions for three waves to your specifications and using an identical questionnaire will be \$12,050 + GST. The costs increased somewhat due to the booster sample of n=100 in ACT.

As mentioned, the first wave would be undertaken in late October and the remaining two waves in January 2012 and June 2012 (dates to be confirmed).

We would provide an updated version of the original PowerPoint report following each wave, as well as data tables.

Please let us know if you wish to proceed on this basis.

Finally, it would be great to catch-up and hear about your recent research and how this and the previous research we conducted has been used at MoAD.

Do let us know if you have any questions.

Regards

Tony

From: Tony Williams
Sent: 27 September 2011 16:40
To: 'Keyes, Nicolle'
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Thanks Nicolle. I'll get back to you asap with a quote.

Tony

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: 27 September 2011 16:35
To: Tony Williams
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Yes, late October works for me and yes, I do still want the sample for the ACT boosted to 100. Cheers, Nicolle



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From: Tony Williams [mailto:twilliams@dbmcons.com.au]
Sent: Tuesday, 27 September 2011 4:38 PM
To: Keyes, Nicolle
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Nicolle,

I just wanted to provide you an update as I'd hoped to get you costs for the survey today. However, due to the requirement to boost the ACT sample (to n=100) we will need to supplement sample and I am waiting on a quote for

this. As you may recall, last time we used a sample of n=30 for ACT. If you still need n=100 in ACT the costs will increase accordingly as well.

We could deploy the questions in late October – would that be acceptable from your perspective?

Regards

Tony

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: 26 September 2011 09:48
To: Tony Williams
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Tony,

Thank you for responding so quickly. We ran a campaign just recently in Sydney, Melbourne and Brisbane and I want to see if awareness has increased in these areas which is why QLD is included in the first wave.

The questionnaire looks fine to me too.

Look forward to hearing from you.

Regards,
Nicolle



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From: Tony Williams [mailto:twilliams@dbmcons.com.au]
Sent: Monday, 26 September 2011 9:41 AM
To: Keyes, Nicolle
Subject: RE: request for a quote [SEC=UNCLASSIFIED]

Hi Nicolle,

Thanks for your email. I'm very well thank you.

We can certainly do this for you again. Last time you included SA but not QLD. Just wanted to check that SA is NOT to be included and that you only want QLD in the first wave and not subsequent two waves? I have attached last time's questionnaire for your records. Should you commission this I will need you to confirm you're happy with the questionnaire.

If you could get back to me I will send you the quote asap.

Thanks

Tony

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: 23 September 2011 18:03
To: Tony Williams
Subject: request for a quote [SEC=UNCLASSIFIED]

Hi Tony,

It's been a long time! Hope you are well. Would you be interested in providing a quote for the following:

Awareness survey

- Aim: to gauge awareness of MoAD
- Omnibus online survey
- Existing questions to be used
- Three waves required. 1) asap, 2) Jan 2012 3) June 2012
- Quotas: VIC, NSW and ACT. First wave to include QLD as well
- ABS nationally representative quotas by age, gender and location – boost sample to achieve n=100 in the ACT
- One powerpoint report on findings is required after each wave

Have a nice weekend.

Thanks,
Nicolle



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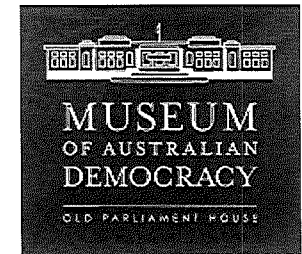
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DOCUMENT 9
ATTACHMENT 2.



General Visitation Survey

Prepared for MoAD

February 2010

CLIENT CONTACT

Nicolle Keyes

DBM CONTACT

Tony Williams, Julia Sarroff

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- On 9th May this year, **MoAD was officially launched at the Old Parliament Building in Canberra.** MoAD tells the distinctive story of Australian democracy. Visitors are now greeted by redeveloped exhibition spaces, interactive technology and a number of enhancements. **The museum is completely inclusive, portrays a balanced view on democracy, and appeals to anyone with an interest in the story of how Australia came to be.** It attracts a wide audience: tourists, locals and school/educational groups.
- Whilst the museum wants to offer the best services available to visitors, **it also wants to offer new and exciting experiences to attract new audiences and re-engage existing ones.** Seeking the views of the people it represents has never been more important for MoAD, given increased competition with other leisure, tourism and learning experiences.
- **MoAD wants to identify new opportunities and enhanced programs to encourage visiting** while at the same time offering enriching, informative learning experiences to a broad audience. There is a need to assess how service delivery is perceived by visitors, both to inform KPI's, management planning and program development and to assist with informing strategies to improve MoAD's offering. There is also a need to demonstrate to funding partners that MoAD is fulfilling its role.
- In keeping with this strategy, **MoAD wants to enrich their understanding of the visitor experience** by conducting primary quantitative and qualitative research that builds on knowledge accumulated through previous studies. The information collected in the research will guide visitor satisfaction management and inform marketing opportunities to attract and re-attract visitors. The research will also provide substantial direction for enhancements to be made to the museum's programme of exhibitions, online resources, products and services. It will steer the development of promotional opportunities and branding.

- **Specific research objectives for the General Visitation research component are:**
 - Measure overall satisfaction and with individual aspects of the visit
 - Capture visitor motivations for visiting
 - Understand expectations and fulfilment of motivations and interests
 - Explore visitor behaviour and visit patterns
 - Identify learning outcomes
 - Provide targeting information for marketing initiatives

January Fieldwork Period:

- **Who** n=161 Visitors
- **How** 10 min face-to-face (interviewer administered) questionnaire
- **When** 9th - 19th January
- **Sample** Random selected visitors exiting MoAD

March Fieldwork Period:

- **Who** n=xxx Visitors
- **How** 10 min face-to-face (interviewer administered) questionnaire
- **When** xxx
- **Sample** Random selected visitors exiting MoAD

May Fieldwork Period:

- **Who** n=xxx Visitors
- **How** 10 min face-to-face (interviewer administered) questionnaire
- **When** xxx
- **Sample** Random selected visitors exiting MoAD

Summary & Recommendations

Summary & Recommendations

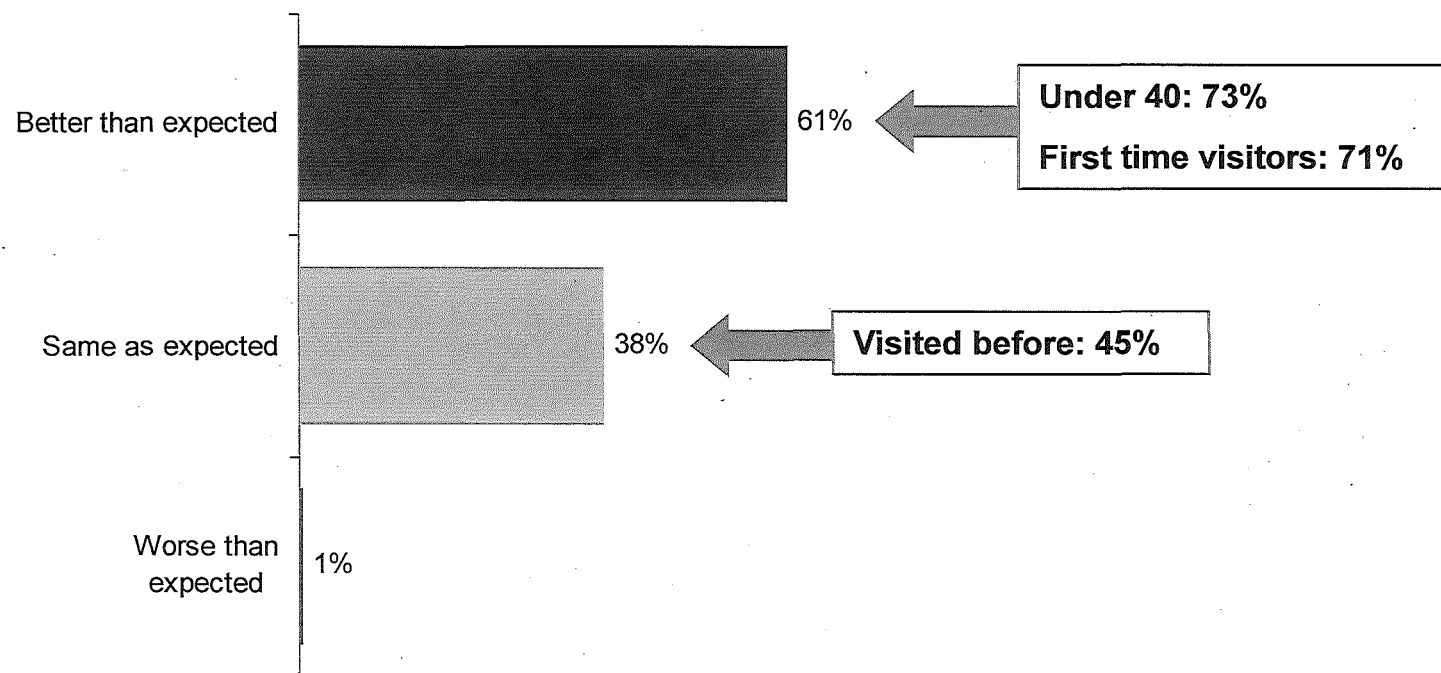
- Visitor experience is rated very highly (and consequently likelihood to recommend MoAD to others is also very high). A quarter of visitors rated their experience overall as 'excellent' and no one rated it negatively. The displays/ exhibits/ places also received very high ratings with a third of visitors rating them as 'excellent'.
- All key aspects rated very highly, particularly 'staff helpfulness & friendliness' and 'cleanliness and tidiness of the building'.
- 6 in 10 visitors felt their expectations about MoAD had been exceeded. First time visitors are more likely than those visiting before to state this. Just 1% felt that MoAD failed to deliver what they expected.
- Three quarters of visitors claimed their knowledge of Australian democracy had increased to some extent, and very few visitors whose knowledge was already limited felt they hadn't learnt something new.
- Whilst MoAD performs well on many aspects, specific improvements may further enhance visitor experience, as follows:
 1. Strive to offer something new to visitors, particularly those who have visited before (half of all those surveyed).
 - Upon welcoming visitors staff could recommend and promote specific exhibits, places and the guided tour that repeat visitors may not have previously experienced.
 2. Guided tours (more information about them, longer duration, greater tour frequency).
 3. Review seating availability as this scores less well against other key aspects measured. Guided tour participants, in particular, could be offered carry (folding) seats for increased comfort.
 4. Review quality of signage, directions and ease of access to and within the building

Summary & Recommendations

- The findings show that many areas of the building/ museum are not visited. As with repeat visitors, staff could actively recommend and promote exhibits, places and experiences to first time visitors (which would require a dialogue at the 'welcome' stage of the visitor's journey. Specific areas to mention would include the Prime Minister's suite (visited by only 5% of respondents though almost all of these stated it as their No. 1 favourite place visited at MoAD), and the Press Gallery (visited by only 8% of respondents of whom the vast majority gave as their No. 1 favourite place).
 1. Given the PM's exhibition is a favourite amongst those who visited it (7 in 10 visitors surveyed) this exhibit could be more actively promoted by staff (particularly amongst visitors aged 60+ who are notably impressed by it).
 2. Australian Democracy – 2000 years in the making exhibition (visited by 6 in 10 of those surveyed) could be actively promoted (particularly to female visitors who showed a particular preference towards it)
 3. Cabinet-in-confidence could be more actively promoted to all visitors. This exhibit is linked to high overall experience ratings.
 4. Since two fifths of visitor groups including at least one child did not visit Hands on Democracy staff could potentially publicise this exhibit more to families with younger children.
 5. Only 3% of visitors took the Ipod tour which may suggest a need for publicising it more thoroughly.
- Some exhibits, including 'Living Democracy' and 'Hands on Democracy' fair less well in terms of visitor preference. Further research will be conducted over the forthcoming months to explore why this is the case.

Key Findings

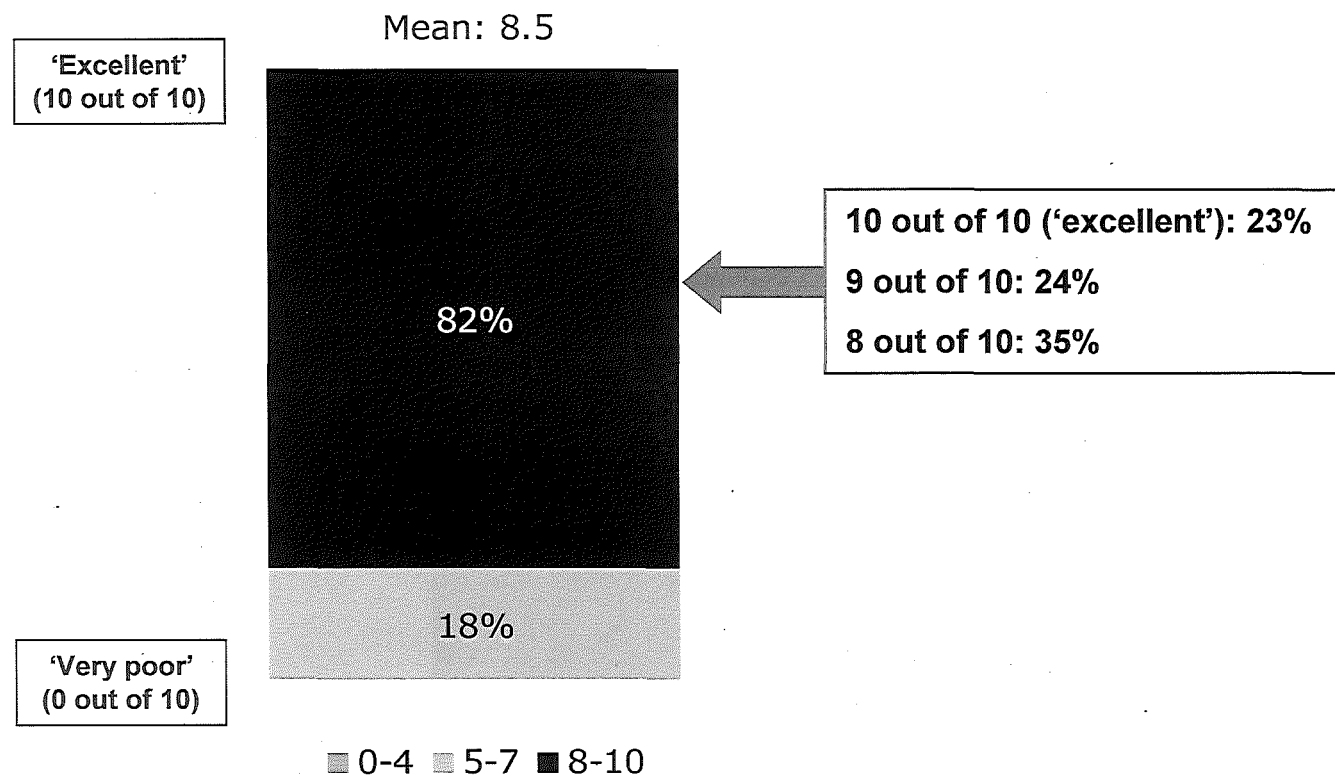
Expectations of MoAD



- Visitors under 40 years old were more likely to state MoAD was 'better than expected' (73%) than those aged 40-59 years (53%).
- First time visitors (who probably have different expectations to those who visited MoAD previously) are particularly likely to have had their expectations exceeded (71% vs. 54% who had visited previously).

Q.5 And how did the Museum of Australian Democracy compare with your expectations? Was it...? (n=160)

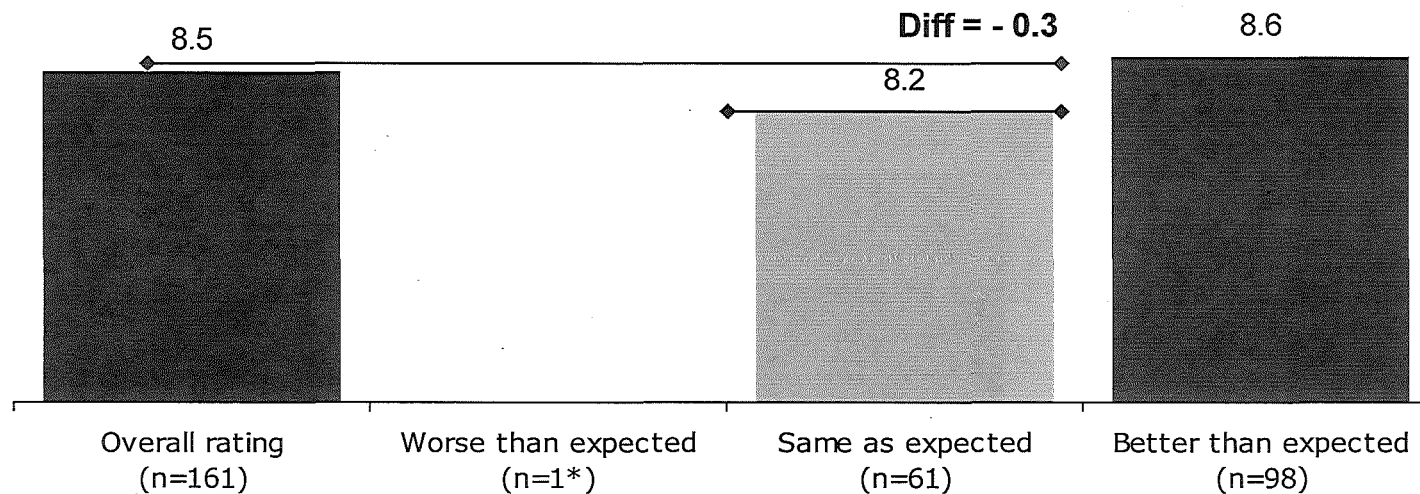
Overall experience rating of MoAD



- MoAD receives a very high overall average (mean) rating of 8.5 out of 10. No visitors rated their experience as 'poor' (0-4).
- Experience ratings are similar across age groups and gender.

Q.4 On a scale of 0 to 10, where 0 is Very Poor and 10 is Excellent, OVERALL how would you rate your experience at the Museum of Australian Democracy at Old Parliament House today? (n=161)

Overall rating vs. expectations



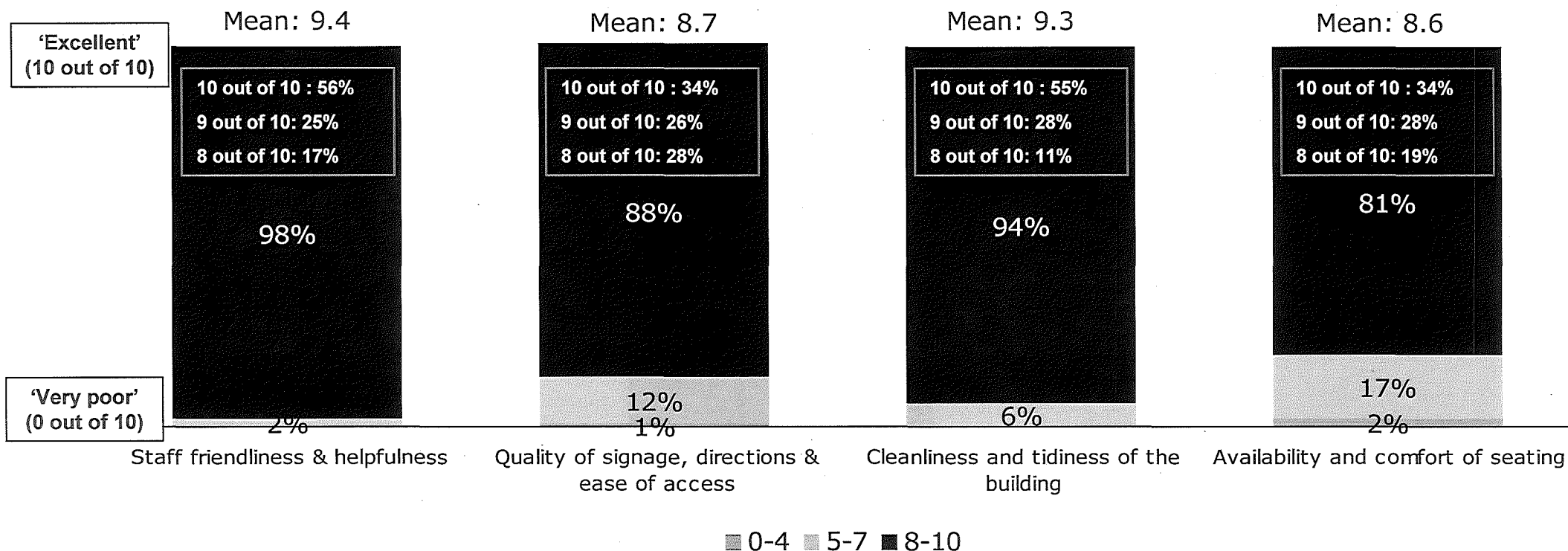
- Overall ratings of MoAD are currently exceeding the level required to meet visitors' expectations by 0.3 points (8.5 of 8.2).
 - MoAD should continue to strive to exceed visitors' expectations by potentially offering something new, exciting or surprising, particularly to repeat visitors who give lower overall experience ratings than first time visitors (72% vs. 88%).

Q.4 On a scale of 0 to 10, where 0 is Very Poor and 10 is Excellent, OVERALL how would you rate your experience at the Museum of Australian Democracy at Old Parliament House today? (n=161)

Q.5 And how did the Museum of Australian Democracy compare with your expectations? Was it...? (n=160)

*Caution: Small base – too small to report

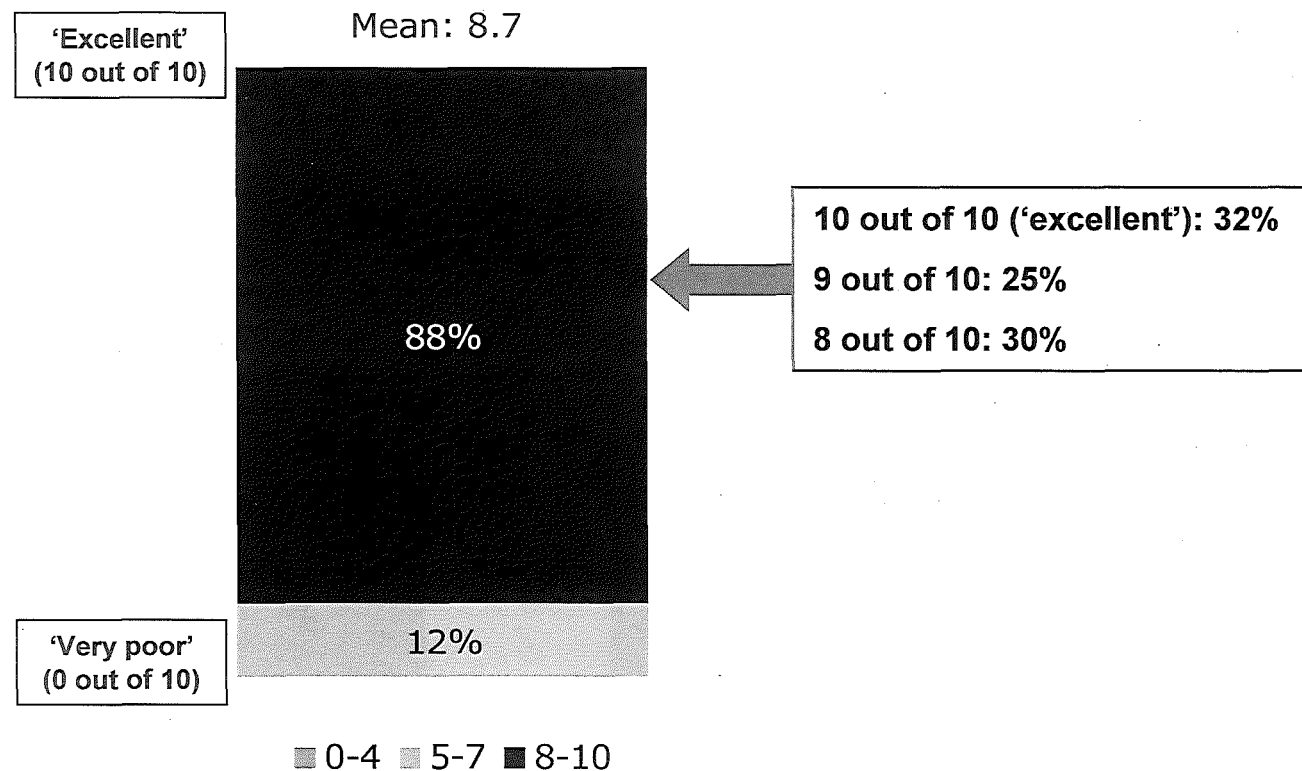
Rating aspects of visit



- There is some room to improve in terms of 'availability and comfort of seating' which attracts relatively lower (although still high) 'top box' (8-10) ratings. In addition, 'quality of signage etc'. could be reviewed in light of one tenth (12%) of respondents giving a moderate (5-7) rating.
- All aspects are rated similarly regardless of age, gender or group composition.

Q.6 Using the same scale from 0 to 10, how would you rate each of the following aspects? If you have no opinion, just say so (min n=137; max n=160)

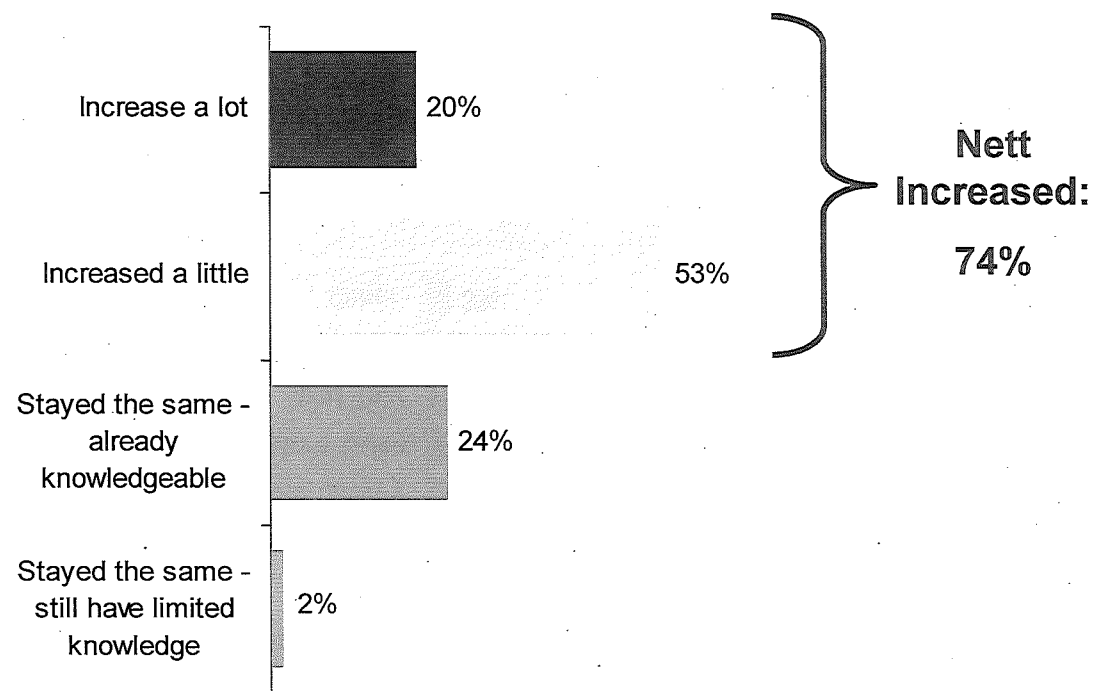
Overall rating of exhibitions, displays and places



- The exhibitions, displays and places receive a very high overall average (mean) rating of 8.7 out of 10. There were no 'poor' ratings (0-4).
- Ratings are similar across age, gender and group composition suggesting the exhibits, displays and places offer something for everyone.

Q.7b On a scale of 0 to 10, where 0 is Very Poor and 10 is Excellent, OVERALL how would you rate the exhibitions, displays and places you saw or went to today? (n=161)

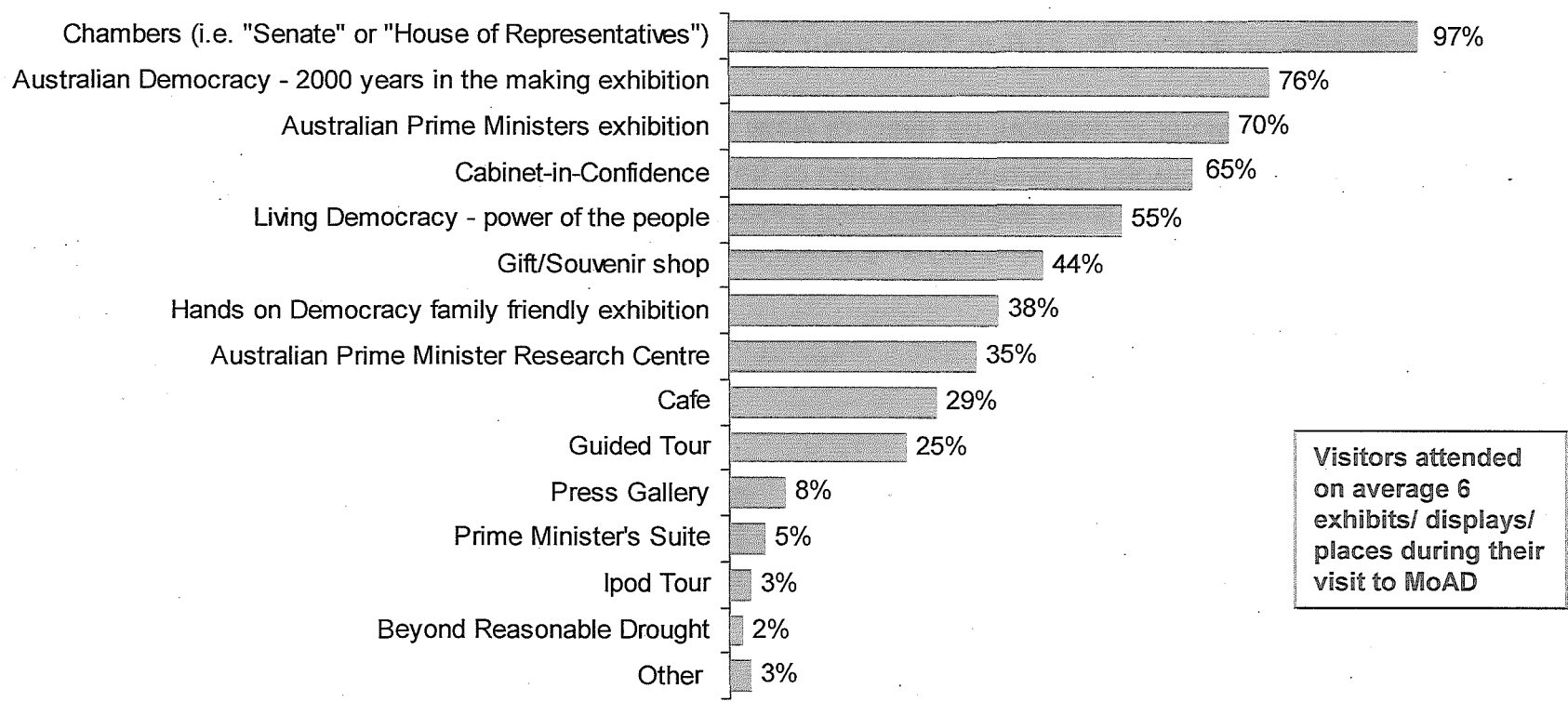
Change in knowledge of Australian democracy



- Whilst only 1 in 10 (9%) visited MoAD to find out more about Australian democracy, most visitors agree that their knowledge of it increased (74%). Visitors aged under 40 years increased their knowledge most (90%, compared to 73% of 40-59 year olds and 59% of those aged 60+). Females were also more likely to claim an increase in knowledge compared to males (83% vs. 67%).
- Perhaps unsurprisingly, first time visitors were more likely to claim an increase in knowledge than those who had visited before (84% vs. 64%).
- Visitors claiming their knowledge had increased appear more likely to give higher overall experience and exhibit ratings. Thus offering new or unexpected experiences, encounters or information around democracy themes, to both first time visitors and also to those who visited before, is important.

Q.11 Having visited the Museum of Australian Democracy, do you feel your knowledge about Australian democracy has...? (n =161)

Exhibitions, displays and places visited



- There are many exhibits/ displays/ places that visitors did not experience, including the Press Gallery (8%) and the PM's suite (5%), for instance. In addition, only a quarter took the guided tour
- Males were more likely than females to experience Cabinet-in-confidence (72% vs. 56%) whilst females were more likely to visit the gift shop (55% vs. 37% males) and the café (39% vs. 22%). The café was particularly likely to be visited by older visitors (40+: 35%).
- Whilst those visiting with children were more likely to visit Hands on Democracy than those visiting without children (59% vs. 29%), two-in-five visitors with children had not visited Hands on Democracy (most of these children were under 16 years old).

Q.7 From this list, please tell me which exhibitions, displays and places you saw or went to today? (n=161)

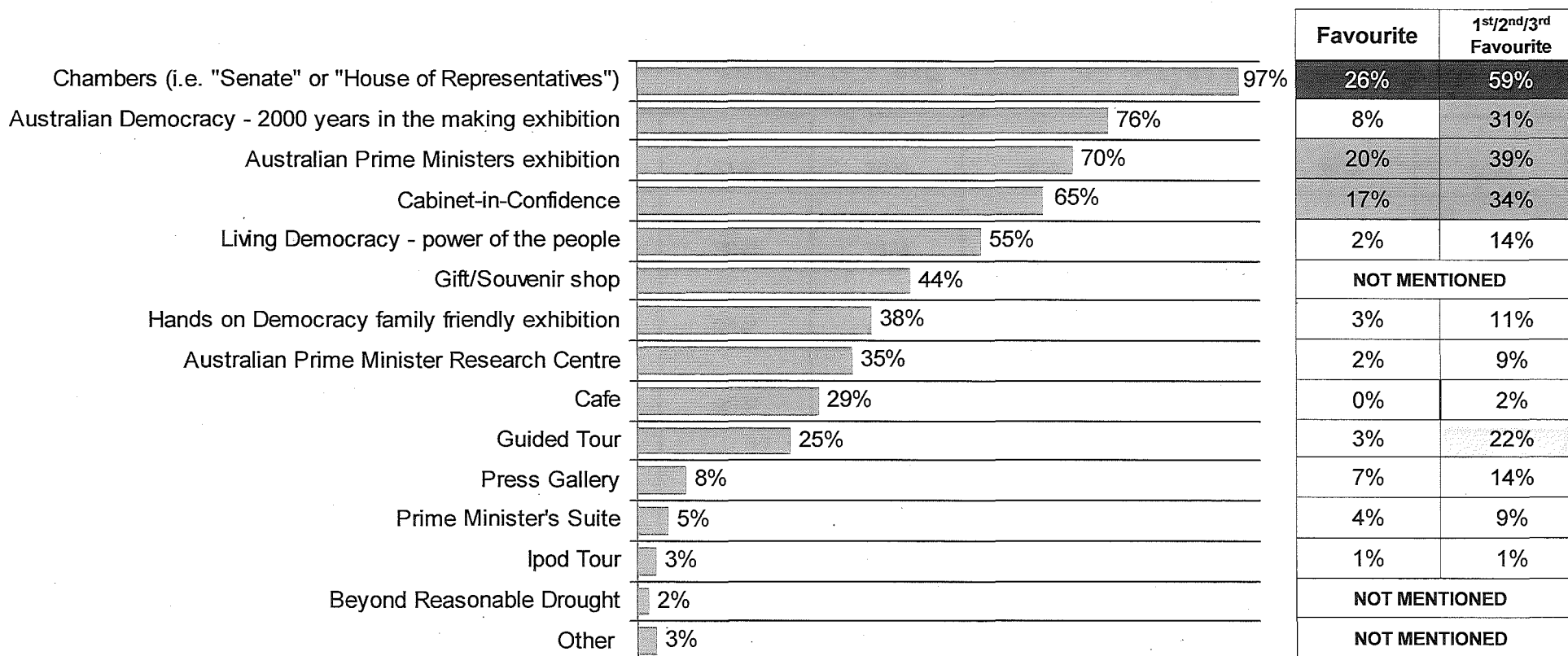
Exhibitions, displays and places visited

	Chambers	Australian Democracy	PM's exhibition	Cabinet-in-Confidence	Living Democracy	Gift/Souvenir	Hands on Democracy	PM Research	Cafe	Guided Tour
Chambers		97%	98%	99%	98%	99%	100%	100%	98%	98%
Australian Democracy	76%		77%	75%	94%	77%	92%	79%	81%	73%
PM's exhibition	71%	71%		72%	79%	77%	77%	86%	79%	65%
Cabinet-in-Confidence	67%	65%	67%		66%	66%	67%	73%	66%	70%
Living Democracy	56%	69%	62%	56%		59%	79%	70%	60%	58%
Gift/Souvenir	45%	45%	49%	45%	47%		46%	52%	62%	53%
Hands on Democracy	39%	46%	42%	39%	54%	39%		52%	36%	33%
PM Research	36%	36%	42%	39%	44%	41%	48%		45%	30%
Café	29%	31%	33%	30%	31%	41%	28%	38%		30%
Guided tour	25%	24%	23%	27%	26%	30%	21%	21%	26%	

- Visitors were particularly likely to visit several exhibitions (e.g. 94% of those who visited Living Democracy also visited Australian Democracy). Café users were particularly likely to visit the gift/souvenir shop (62% of those using the café also visited the gift / souvenir shop).

Q.7 From this list, please tell me which exhibitions, displays and places you saw or went to today? (n=161)

Places visited & top three favourites



- Whilst the most commonly visited place, the Chambers are also visitor's favourites, followed by the PM's exhibition, Australian Democracy exhibit and Cabinet-in-Confidence (the latter is linked to exceeded visitor expectations and high experience ratings).
- There are few differences in terms of visitor profile, although older (60+) visitors are more likely to say the PM's exhibit was their No. 1 favourite than younger visitors (31% vs. 12% of Under 40s). The Hands on Democracy exhibit fares better amongst those visiting with children than those who were not. See overleaf for further visitor profile differences.

Q.7 From this list, please tell me which exhibitions, displays and places you saw or went to today? (n=161)

Q.8a/b/c Of those you saw or went to, which was your favourite? (n=160) / SECOND favourite? (n=160) / THIRD favourite? (n=160)

Favourite place visited: visitor profile differences

Chambers: 97% visited it

26%: 1st favourite place

33% males vs. 17% females

Australian Democracy: 76% visited it

8%: 1st favourite place

15% females vs. 3% males

Australian PM Exhibition: 70% visited it

20%: 1st favourite place

31% 60+ years vs. 12% under 40

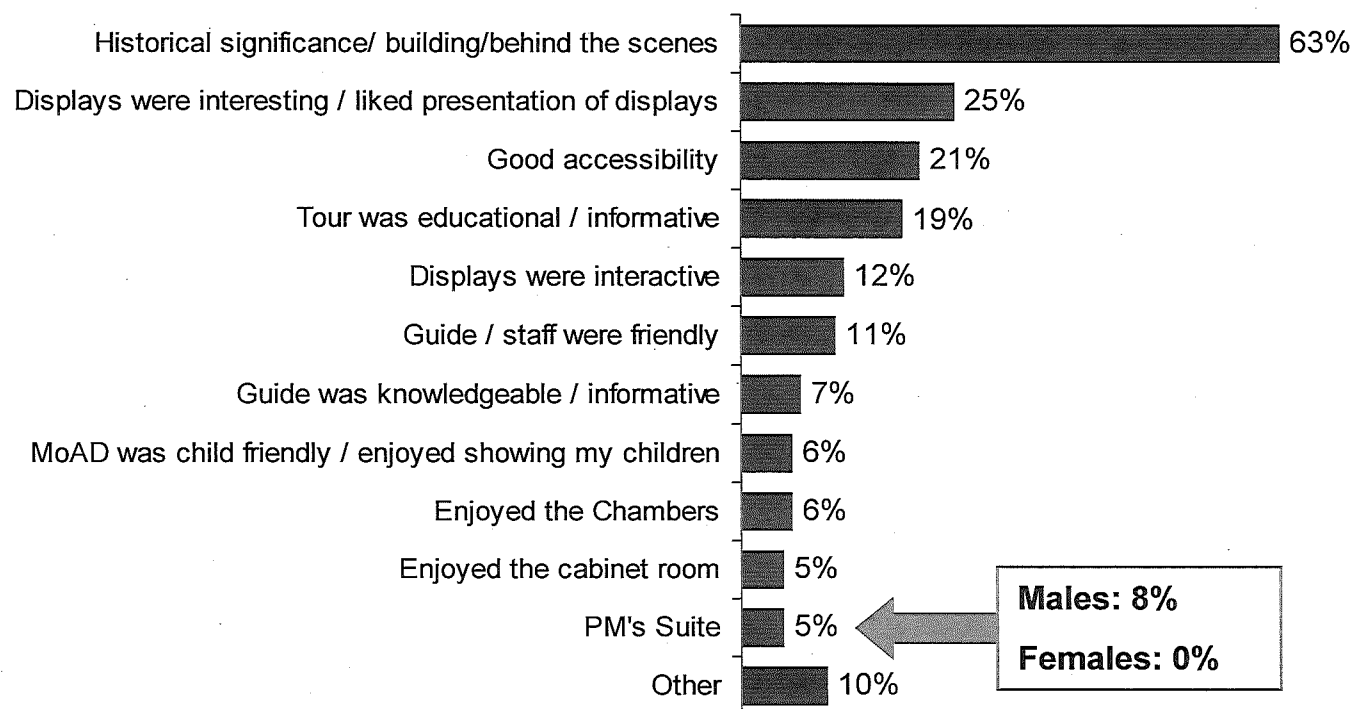
Hands on Democracy: 38% visited it

11% 1st, 2nd or 3rd favourite place

17% under 40 vs. 3% 60+ years

22% with children vs. 6% no children

Most enjoyable aspect



- Visitors enjoyed various aspects of MoAD from the historical significance of the building and the exhibits themselves as well as the staff and guides working there (particularly among first time visitors) and the guided tours themselves.
- 'Accessibility' was a stand out feature, relating to freedom to explore/wander/roam around the building.

Q.9 What did you enjoy MOST about your visit here today? (all respondents, n =161) 5%+ mentions shown

Most enjoyable aspect

"The grandeur of the building and the historical significance. Being able to pass this on to someone who doesn't know about it."

"Children friendly. Move around with little restriction. Interactive displays made it enjoyable for adults."

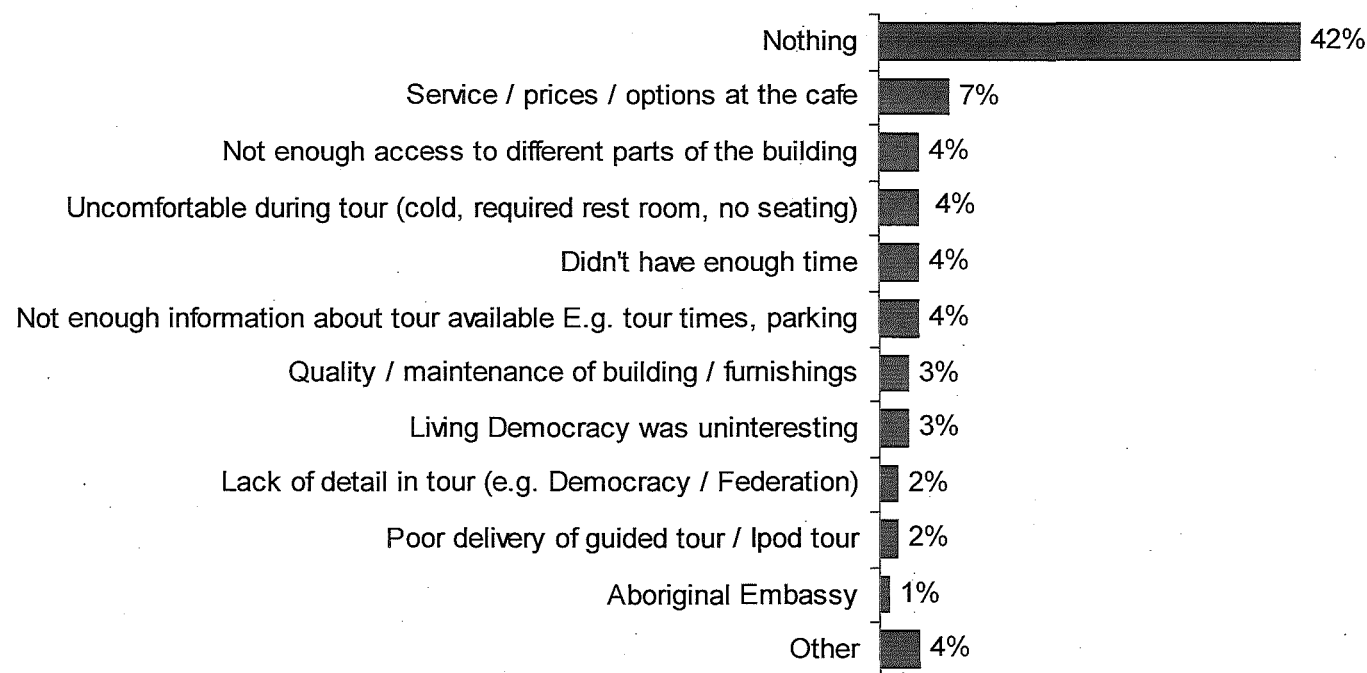
"Our history, looking at the beginning. The way it encompasses all the different cultures blending and contributing."

"Just being able to show my boy around and give him a bit of a feeling of how it all works. It was good that there was hands on stuff for the kids, and seeing the office machinery from old to present day computers."

"Surprised at layout and the freedom to wander around. There are no crowds. It was an eye opener. Presented beautifully."

"Dressing up and learning about the history of Australian Democracy. Lot's of good interactive things to do."

Least enjoyable aspect



- Two fifths (42%) of visitors felt there was nothing they did not enjoy.
- No aspect stood out as requiring immediate attention, and some are outside MoAD's immediate control (e.g. Service / prices / options at the café).
- Accessibility to other areas of the building and general visitor comfort are possible to review and potentially improve.
- A few mentions related to the guided tour (which has been subject to extensive research with various recommendations suggested)

Q.10 And what did you enjoy LEAST about your visit? (all respondents, n =161).

Least enjoyable aspect

"Tour was missed out on as we were not aware that had to be booked."

"The very slow service at the cafe because they were understaffed."

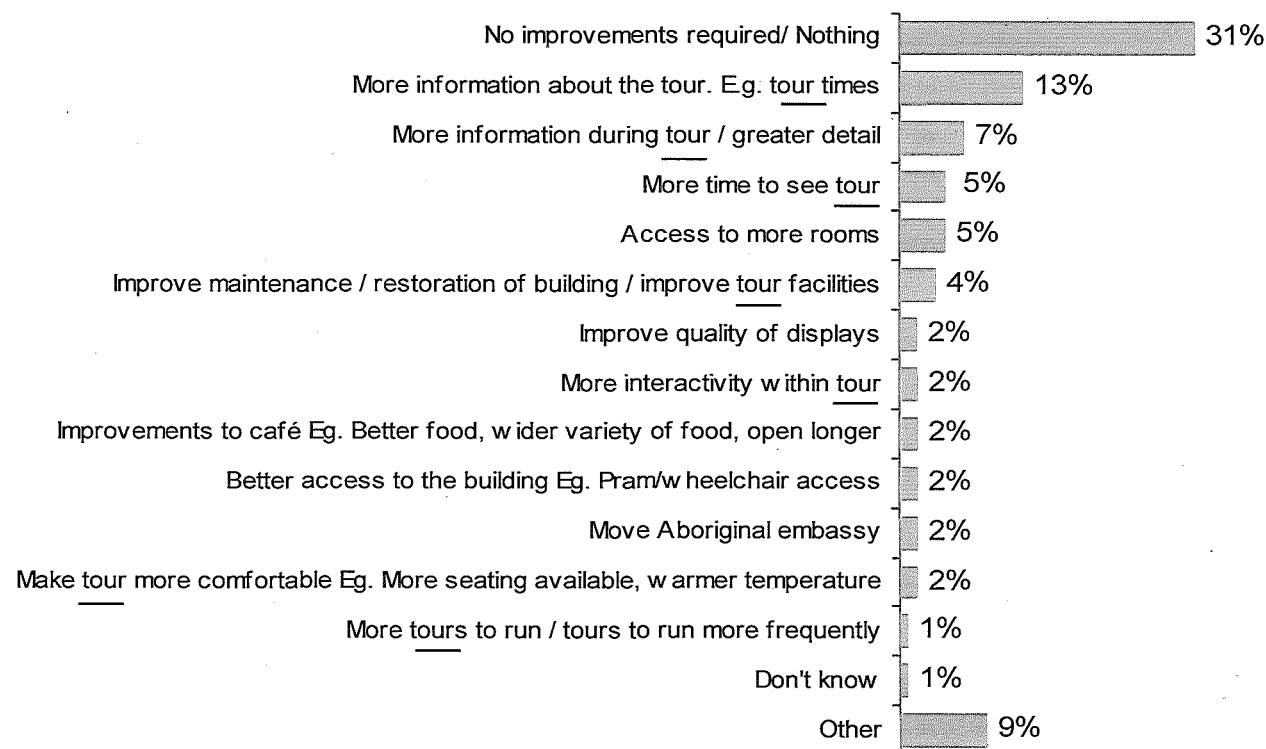
"They took the sandwich named after the Prime Minister off the menu and that was a big feature of coming to the cafe."

"Dirty and grotty, no place for "Aboriginal Embassy". It destroys vista to AWM."

"Limited car parking of a two hour duration. I would like to have spent more time here.."

"The guided tour didn't have a good delivery. I found it was disjointed and too slow. I have a limited time (on the Explorer Bus) so left the tour to do my own thing. The guide at New Parliament house was so much better for me."

Suggested Improvements



- A third (31%) of visitors felt no improvements were necessary.
- Amongst those suggesting an improvement, most mentioned aspects relating to the guided tour (e.g. more information about and during the tour as well as more time for the tour itself and more frequent tours).

Q13. What, if anything, would have improved your experience of the museum, building or exhibits today? (all respondents n=161).

Suggested Improvements

“Knowledge that we had to book for tours hours in ample time. More seating.”

“Guided tour . I needed more time and signage about tour times.”

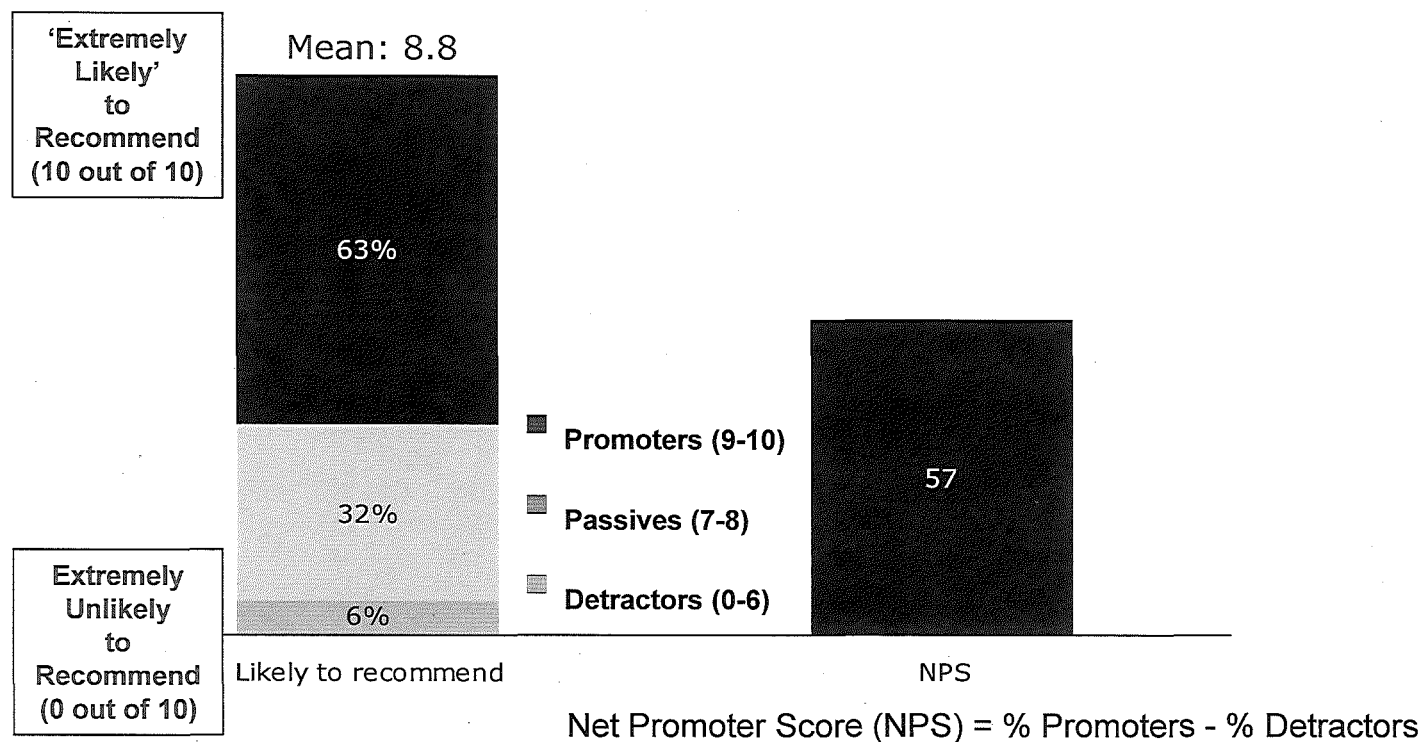
“I missed the tour because it was full up. More tours!”

“Better signage at the start of each section. Is there a best route? Between exhibits and in each exhibit.”

“Remove Aboriginal Embassy. Promote the whole museum. Advertise Ipod lease and advertise tour times.”

“If I had known about the Ipod being available earlier I would have used that. I couldn't wait for a guided tour as I have a bus to catch. The front desk staff could have mentioned the Ipod can be hired from them when I paid the entry fee.”

Likelihood to Recommend MoAD

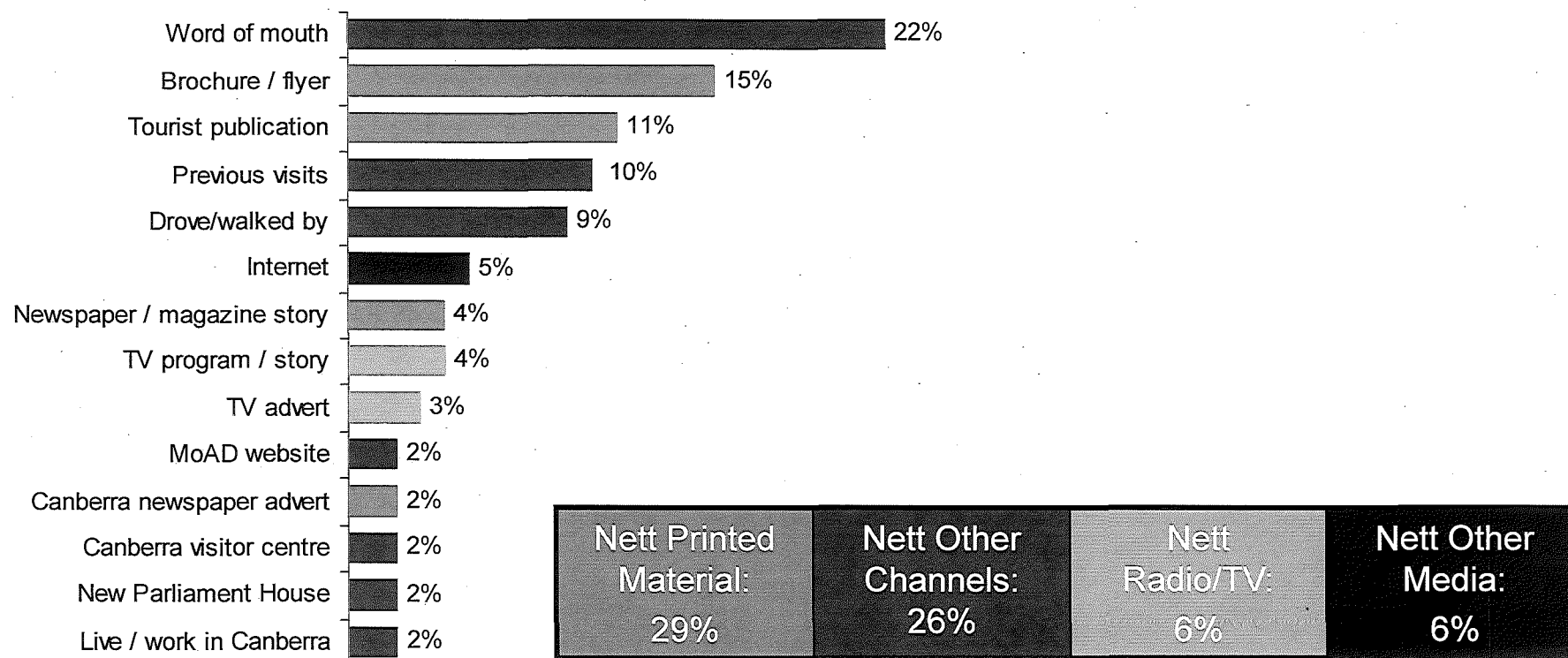


- Likelihood to recommend MoAD to others is high; two fifths (41%) of visitors state they are 'extremely likely' to recommend it. Visitors from Victoria appear particularly strong advocates of MoAD (53% are 'extremely likely' to recommend MoAD).
- The Net Promoter Score (NPS) is 57, which is very high.
- Promoters (i.e. those scoring either 9 or 10 out of 10) are particularly likely to be aged 60+ (79%) and to have visited the café (74%).

Q.12 How likely is it that you would RECOMMEND the Museum of Australian Democracy to a friend, relative or colleague – on a scale of 0 to 10, where 0 is Extremely Unlikely, 5 is Neutral, and 10 is Extremely Likely? (n=161)

Visiting behaviour and demographics

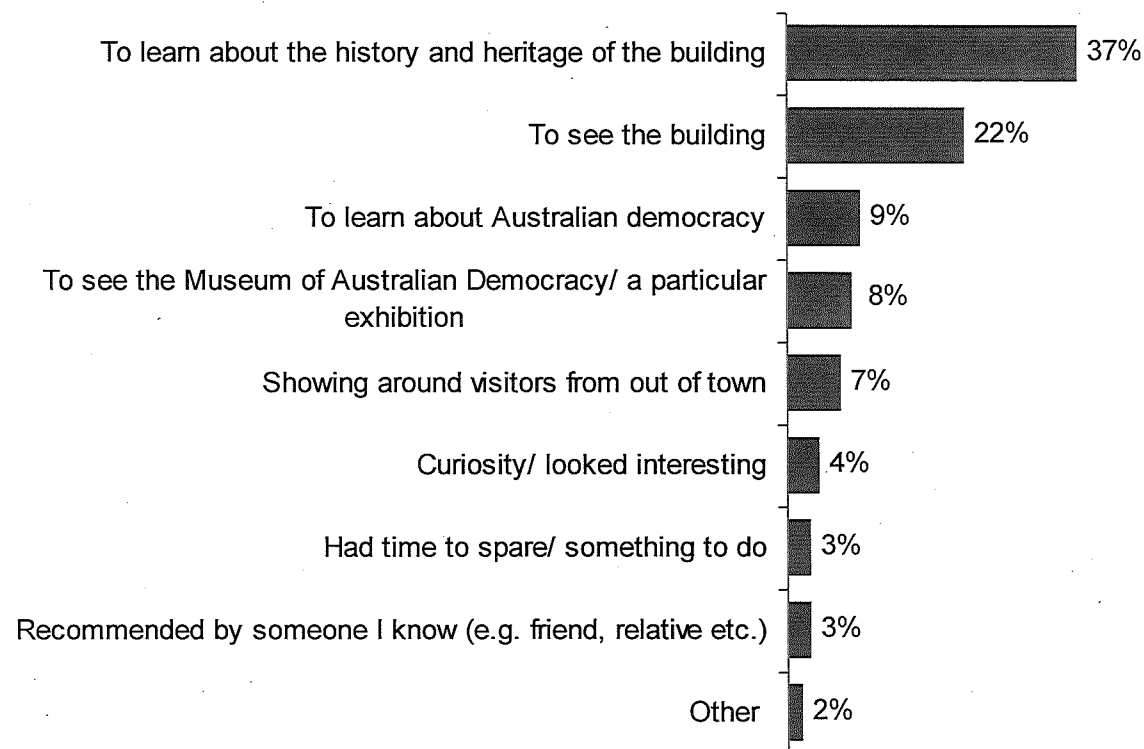
Awareness of MoAD



- Awareness results from multiple channels, with 'word of mouth' accounting for most (22%) mentions (particularly amongst those visiting Hands on Democracy: 36%).
- Printed media also plays a large part (particularly for first time visitors [42%]); notably brochures (15%) and tourism publications (11%).

Q.14 How did you find out about the Museum of Australian Democracy at Old Parliament House? (n=161)

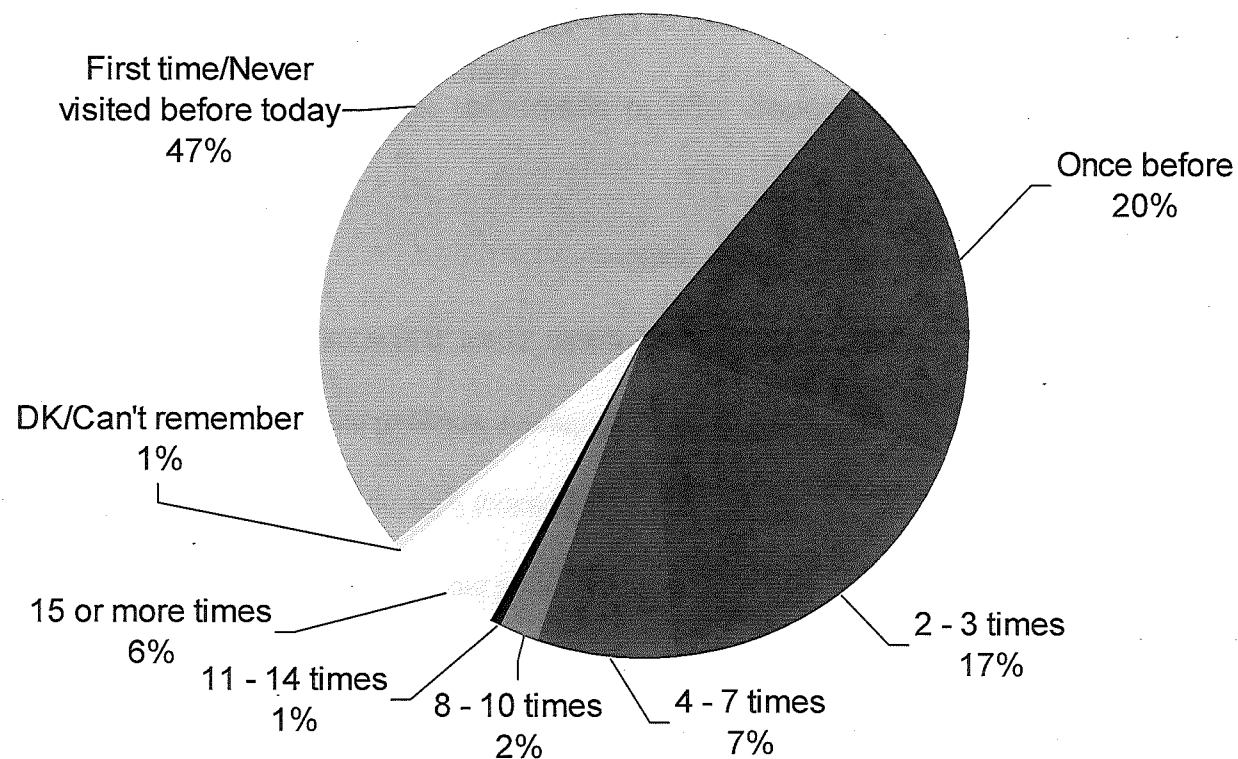
Reasons for visiting MoAD



- Reasons for visiting the museum are similar regardless of age, gender although females are particularly likely to mention 'a particular exhibition' (15%) compared to males (3%).
- First time visitors are twice as likely to have come to MoAD to learn about the the history and heritage of the building, than those who have visited before (50% vs. 25%)

Q.1 Looking at this list, what was the main reason you decided to visit the Museum of Australian Democracy at Old Parliament House today? (n=161). 3%+ mentions shown

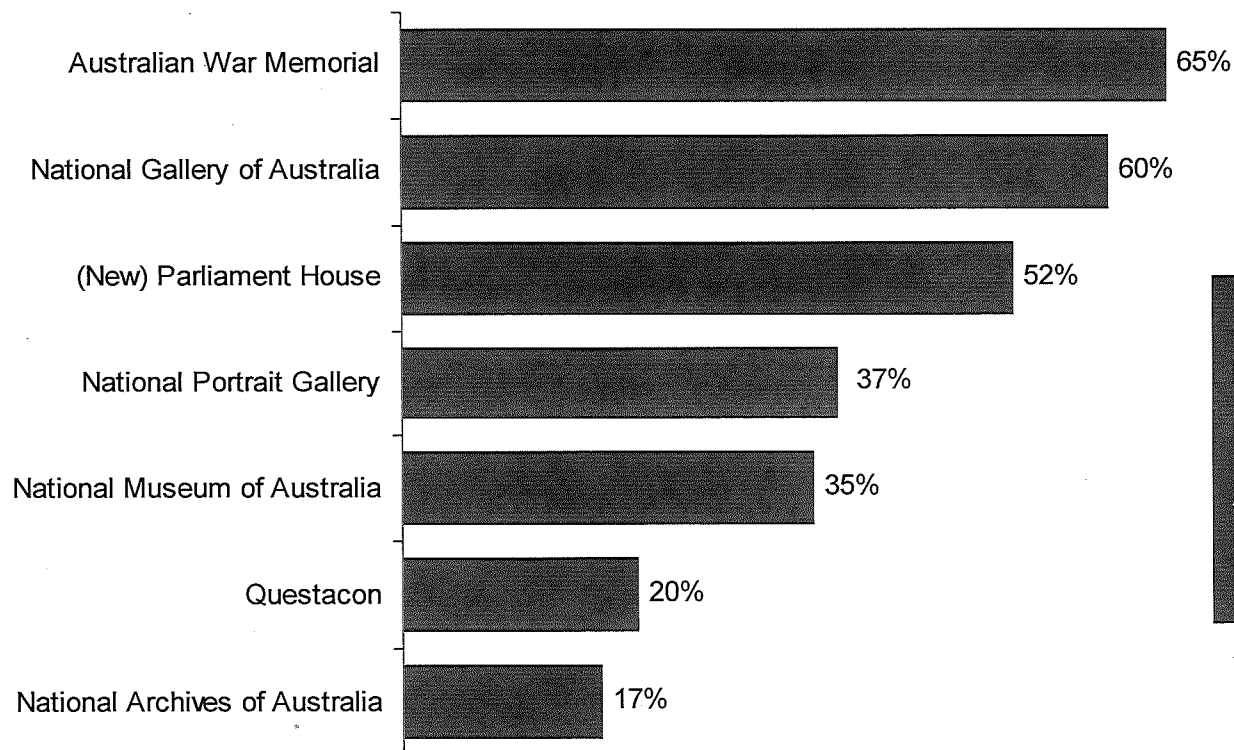
Number of times visited MoAD



- Visitors aged under 40 were more likely to be visiting for the first time, compared to those aged 40+ (68% vs. 40%).
- The average number of visits to MoAD was 4.6. The number of visits is similar by gender and presence (or absence) of children in the visiting group.

Q.3 Before today, how many times have you visited the Museum of Australian Democracy or Old Parliament House as it was known before? (n=161)

Other Canberra attractions visited/ to be visited



Other (4%+) mentions

Botanical Gardens: 6%

Royal Australian Mint: 6%

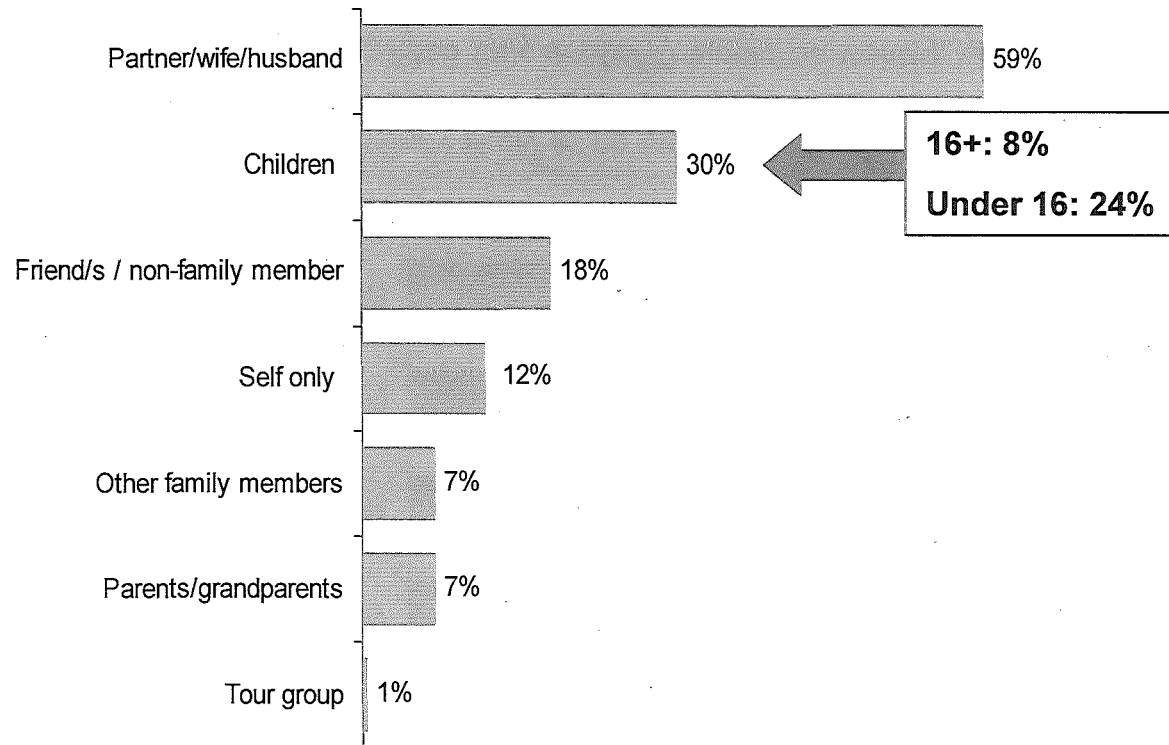
Australian National Library: 5%

High Court: 4%

- The Australian War Memorial was particularly likely to be visited by those aged under 40 (80%) and first time visitors to MoAD (74%), whilst the National Portrait Gallery appealed particularly to 60+ year old visitors (51%)
- Interestingly, 73% of those who took a guided tour at MoAD would be visiting / had visited New Parliament House. In addition, those taking guided tours at MoAD were particularly likely to visit the Royal Australian Mint (18%). These places perhaps present further opportunities for cross-promotion.

Q.15 What other attractions did you see, or are you going to see while in Canberra? (n=161)

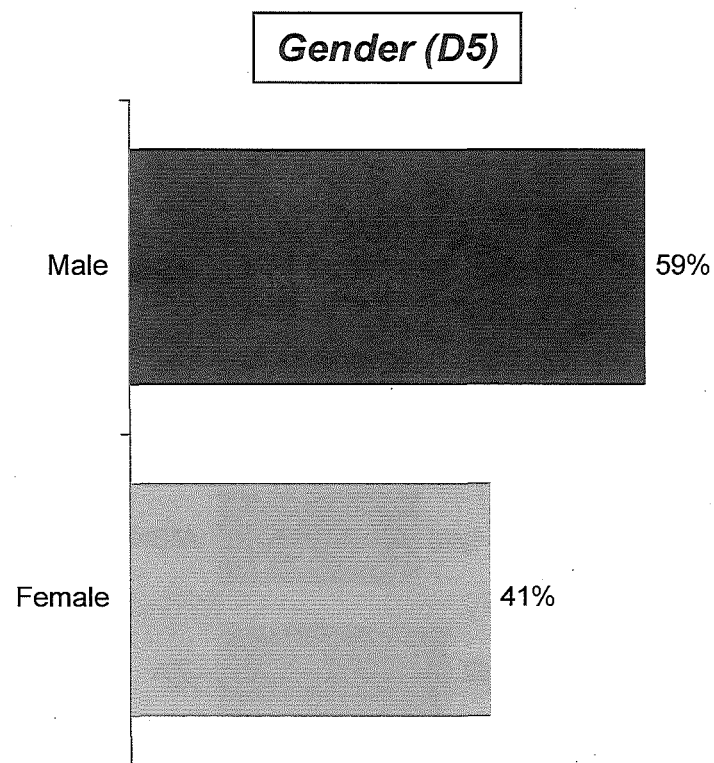
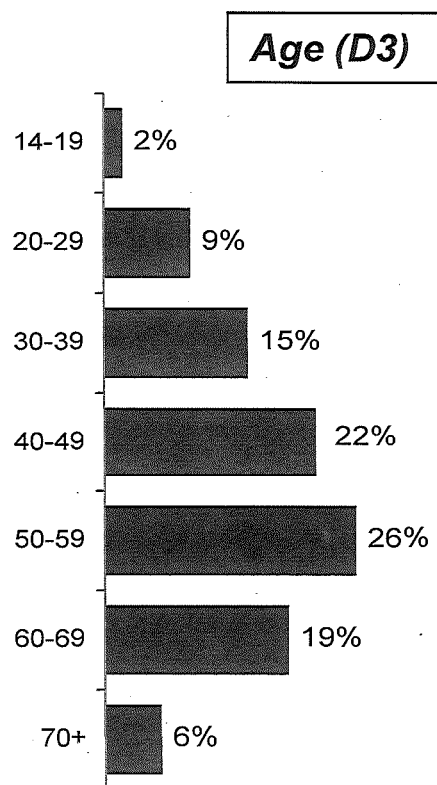
Group composition



- Interestingly, older visitors (40+) were twice as likely to visit with their spouse than those aged under 40 (67% vs. 30%).

Q.2 And, who did you come here with today? (n=161)

Visitor age & gender

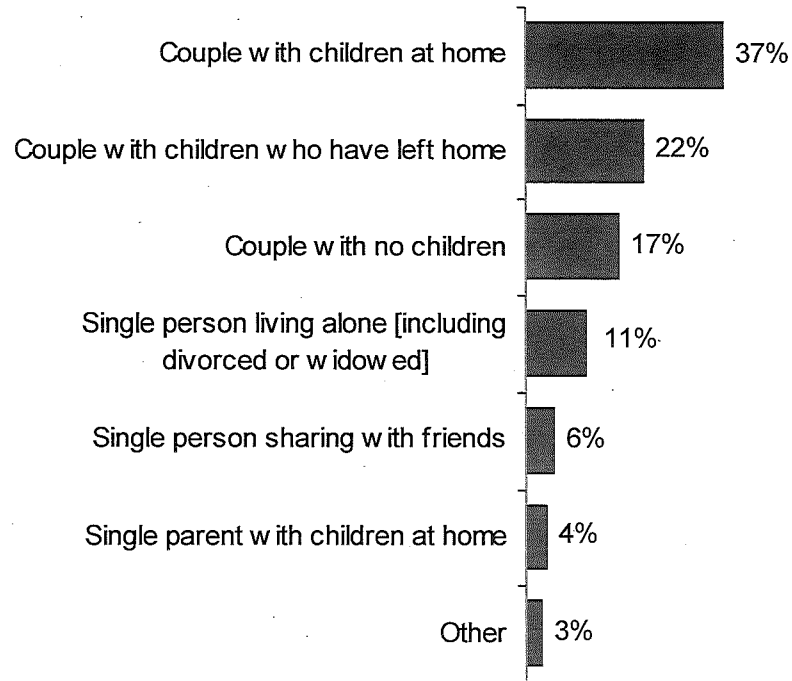


D.3 Can you please tell me which of the following ranges does your age fall into? (n=161)

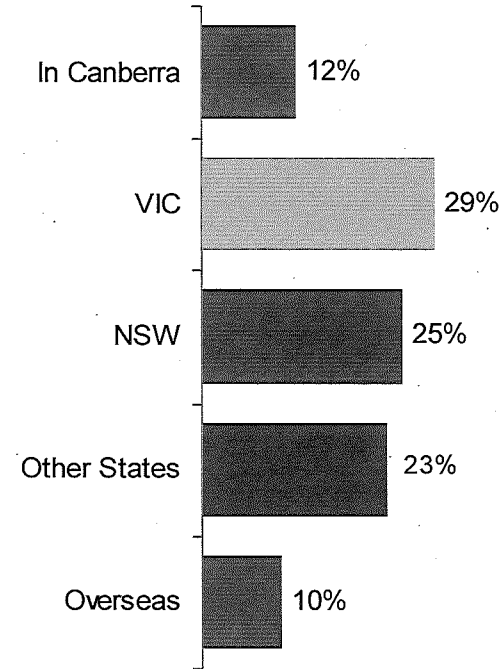
D.5 Gender (n=161)

Visitor household structure & place of residence

Household structure (D1)



Residence (D4)



D.1 Which of these best describes your household? (n=161)

D.4 Where do you normally live, just for our analysis? (n=161)

Next Steps

Timeline

Week Commencing	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	Dec	Jan	Feb	Mar	Apr	May	7-Jun	14-Jun	21-Jun
PART III – MoAD GUIDED TOURS QUALITATIVE & QUANTITATIVE RESEARCH																	
Depth Interviews & Ethnography																	
Provision of preliminary results									■							■	
Provision of quarterly report										■						■	
PART I - GENERAL VISITATION																	
Face-to-face Exit Visitor Interviews																	
Submission of draft questionnaire								■									
Finalise draft questionnaire									■								
Approval of questionnaire									■								
Preparation of hard copy questionnaires										■							
Face-to-face Exit Interviews										■		■		■			
Keypunching of surveys										■	■	■	■	■	■	■	
Data processing and analysis											■						■
Provision of topline report																	■
Provision of quarterly report																	■
General Awareness Survey																	
Online Fieldwork									■						■		
Data processing and analysis									■								■
Provision of quarterly report									■								■
PART IV – NEW MoAD PRODUCT QUALITATIVE RESEARCH																	
Depth Interviews & Ethnography																	
Submission of draft discussion guide										■							
Finalise draft discussion guide										■							
Approval of discussion guide										■							
Depth Interviews & Ethnography										■		■					
Transcribing of depths										■							
Data processing and analysis											■						■
Provision of Initial de-brief											■						
Provision of quarterly report													■				■
Presentation																	
Presentation of results (Nov - May)																	■