



The Hon Virginia Judge MP
Minister Assisting the Premier on the Arts
Launch of 'Guess Who's Going to the Gallery' study
Museum of Contemporary Art
Wednesday 11 August, 3.30pm

Good afternoon, everyone, and thank you for Maisy your warm introduction.

Firstly – and most importantly – let me acknowledge the First Australians on whose land we meet ...

... and whose culture we celebrate....as one of the oldest continuing cultures in human history.

Let me also acknowledge our distinguished guests today...

- Rosalind Strong, Chair – and Maisy Stapleton, CEO, of Museums and Galleries New South Wales,

...ladies and gentlemen.

It's my pleasure today to launch the 2nd year findings of *Guess Who's Going to the Gallery ...* a study focusing on Sydney Metropolitan galleries and the state's major gallery, The Art Gallery of NSW.

This is a commendable initiative from Museums and Galleries New South Wales, to help institutions around the state better understand their audiences.... Which in turn helps them to serve the community more exciting more diverse ... and more meaningful visitor experiences.

Perhaps more importantly, the study can also help identify the people who are not going to the gallery ... which informs outreach and audience development work that is absolutely vital to the ongoing success of every cultural institution.

The study surveyed 10 of our most significant metro Sydney galleries:

- Art Gallery of NSW (AGNSW)
- Artspace
- Australian Centre for Photography (ACP)
- SH Ervin Gallery
- Hazelhurst Regional Gallery
- Hurstville City Museum & Gallery
- Manly Art Gallery and Museum
- Mosman Art Gallery
- Object
- And right here at the MCA

So what did we find?

Well, to give you a quick snapshot

For every five people standing in front of an art or craft work, photograph or video installation, it is likely that:

- One of them will speak a language other than english at home
- At least one of them will be a tourist
- You will have a representative from each of the major age bands
- You will have someone from each of the income groups
- You will have someone representing each age groups
- You will have someone for each level of education
- 2 of them will have been to that gallery more than 5 times in the last 2 years

Most pleasing of all ... 97% of them will have rated their visit as 'Good' or 'Terrific'

This study confirms what many of us in the sector already know...

Sydney Metropolitan Galleries offer an accessible form of cultural activity and entertainment

...regardless of age... income... education or work commitments.

Galleries are an important tourist destination.

Local regional galleries connect strongly with a local audience, with over 30% of audiences living within the same Local Government Area as the gallery they visited.

... and Galleries attract and connect with culturally diverse communities ... with slightly more than one in five visitors who live in the Sydney Metro region speaking a language other than English at home.

Let me acknowledge The Australia Council... which has financially supported this research ... and commend the team at Museums and Galleries New South Wales for a job well done.

This survey is part of the government's ongoing commitment ... to maximising the value and enjoyment of the state's cultural attractions ...

Thank you for being with us today... and I'll see you at the Gallery!

ENDS