



12 August 2009

## **GUESS WHO'S GOING TO THE GALLERY?**

Minister Assisting the Premier on the Arts Virginia Judge today launched the latest results of the *Guess Who's Going to the Gallery Study*, revealing that one in five people at the Sydney Metropolitan Galleries are visiting for the first time.

Ms Judge said the study, now in its second year, paints a picture of the type of people who visit galleries in New South Wales.

"I am pleased to announce that this year's results shatter some of the myths associated with gallery goers," Ms Judge said.

"It 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."

Ms Judge said if you put five people in front of a painting, 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 someone from every income group;
- You will have someone from every age group
- You will have someone from each level of education; and
- Two of them will be male.

"The good news is that two of these people will have been to that gallery more than five times in the last two years," she said.

"Around thirty per cent of the audience is made up of international, interstate and regional visitors whose primary reason for visiting Sydney is to see the exhibitions.

"On top of that, the study reveals there is a satisfaction rate of 97 per cent which proves our galleries and museums are great places to visit."

The CEO of Museums and Galleries NSW Maisy Stapleton said the report was based on 2,239 responses collected in 10 galleries across Sydney.

"By the end of our research over 30 galleries across NSW will have been included in the study, resulting in a statewide benchmark of gallery visitors," Ms Stapleton said.

"The study is helping us connect with people from a range of different backgrounds.

"So next time someone asks us 'who's going to the gallery?' I can say we all are."