

28 January 2011

WHO GOES TO GALLERIES?

Minister for the Arts Virginia Judge today unveiled the results of a report that shows the extraordinary diversity of people enjoying NSW's art galleries.

Over the past three years, Museums & Galleries NSW managed a major research project, titled *Guess Who's Going to the Gallery?*, seeking to benchmark who attends public galleries across NSW.

Ms Judge said the report collated more than 7,000 responses from visitors to 41 public galleries.

"The data collected included information about age, gender, income, proximity to the gallery, who the audience comes with, how they heard about the gallery/exhibition and related cultural activities," she said.

"The key findings confirm that galleries offer an accessible form of cultural activity and entertainment for people from all walks of life.

"It is wonderful to know that people of all ages, household income, level of education and employment status attend and enjoy our galleries."

The research reveals that if you have 10 people standing in front of an artwork in a public gallery, it is likely that:

- At least one will speak a language other than English at home;
- At least two will be tourists;
- Two will be under 35 and at least three aged between 35-54;
- Four will be from a household earning less than \$40,000 and only two of them will be from a household earning more than \$80,000;
- At least five will live within the gallery's local government area;
- At least five will work (full or part time) and two will be retired;
- Two will have finished secondary level schooling, and
- Two will have a post graduate degree;
- Five will have been to that gallery more than four times in the past two years, but for three of them, it will be their first visit;
- Two will have come with their partner, three by themselves, with the others coming with family and/or friends;
- Almost all of them will have rated their visit as "Good" or "Terrific".

Ms Judge said public galleries provide a highly rewarding recreational activity.

“The research has revealed that 98 per cent of surveyed visitors expressed satisfaction with their overall gallery experience,” she said.

“This research will act as a benchmark for the sector and a guide for future research opportunities.

“Galleries will be able to access the data to support development of planning, marketing and funding strategies.

“I thank the Australia Council for the Arts for its financial support of this research and Museums & Galleries NSW for leading the project.”

The *Guess Who's Going to the Gallery?* report is available from Museum & Galleries NSW at www.mgnsw.org.au.

Media contact: Nicholas Pickard 0421 212 291