

WA MUSEUM — NEW MUSEUM PROJECT — ENTRY FEES

3224. Mr A. Krsticevic to the Minister for Culture and the Arts:

I refer to the proposed entry fees being proposed for the new Museum, and ask:

- (a) What modelling and/or consultation has taken place regarding the proposed entry fee, (please provide details of the specific modelling/consultation and the results of the same):
  - (i) Has this modelling/consultation considered the impact on households with low incomes, if so, what were the results;
  - (ii) Has any modelling/consultation taken place to see if charging a fee will act as a deterrent for visitors to the new museum, if so, what were the results; and
  - (iii) Has any modelling/consultation taken place to see if charging a fee will act as a deterrent for repeat visitors to the new museum, if so, what were the results;
- (b) How many visitors are anticipated at the new Museum in its each of its first three years of operations;
- (c) How much income is anticipated to be raised from entry fees to the new Museum in its first three years of operations;
- (d) Will an entry fee be charged for school-aged students visiting the Museum:
  - (i) How will entry fees be charged for school excursions which have students across multiple ages, i.e. a class of 14 and 15-year-olds; and
- (e) Has consideration been given to charging a fee for access to the Art Gallery of WA and if so, when will it be implemented and how much will the entry fee be?

**Mr D.A. Templeman replied:**

- (a) (i)–(iii) The Western Australian Museum engaged Ernst & Young (EY) to undertake research and analysis to develop a range of estimates on the impact on attendance based on assumptions and available data. This research represents an estimate range and are not fare costs and do not take into account specific attributes such as socio economic and demographic factors.
- (b) The EY research estimates attendance between 200 000 to 488 000 in 2020–2021, 182 200 to 494 344 in 2021–22 and 165 984 to 500 700 in 2022–23.
- (c) Estimated between \$1.8 million – \$4.4 million per annum.
- (d) Children under the age of 15 years will receive free general admission to the New Museum whether they visit in a school group or with family. Teachers, carers and students over the age of 15 years will not be charged when attending in an organised school group booking.  
  
The WA Museum will continue to deliver value for money programs that meet the needs of all school groups.
- (e) No, for general entry fees.