

ART GALLERY OF WESTERN AUSTRALIA — VISITOR NUMBERS

3983. Mr A. Krsticevic to the Minister for Culture and the Arts:

I refer to the answer to Question on Notice No 3414 (1)(b) and in regards to the annual survey conducted on behalf of the Art Gallery of WA by Morris Hargreaves McIntyre, I ask:

- (a) How many respondents were in the survey;
- (b) When did Morris Hargreaves McIntyre most recently report to the Art Gallery of WA;
- (c) On what frequency has Morris Hargreaves McIntyre provided survey reports to the Art Gallery of WA;
- (d) How much of the \$58,999.00 expenditure for market research in 2018 was spent on Morris Hargreaves McIntyre services; and
- (e) How has the survey helped to increase patronage at the Art Gallery of WA?

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

- (a) 1200 plus smaller ad hoc research groups.
- (b) August 2018
- (c) Half yearly
- (d) 100 per cent
- (e) The survey information has helped track variations in visitor types and identified strengths, weaknesses, seasonal trends, gaps and opportunities and thus inform strategy. In particular, to help build a younger audience and encourage new attendees. Visitation has increased 18 per cent in 2018, 50 per cent of visitors were aged 15–24 and first time visitors were 44 per cent in total.