

[EMBARGOED until 3pm Tuesday 12 March 2013]

## Who's Going to Queensland's Galleries?

**Assistant Minister for Multicultural Affairs, Rob Cavallucci MP, Member for Brisbane Central, today unveiled the results of a report that shows Queensland audiences are enjoying their public art galleries.**

In 2012, Museum & Gallery Services Queensland (M&GSQ) conducted a major research study in partnership with Museums & Galleries NSW (M&G NSW), titled *Guess Who's Going to the Gallery?*, which profiles who attends public galleries in Queensland.

**Rebekah Butler, Executive Director, Museum & Gallery Services Queensland, said today,**

"The Report dispels myths about our art galleries being for the elite. The key findings confirm Queensland's public galleries are for everyone, enthusiastically enjoyed by families and people of all ages, income levels, backgrounds and education. The Report's findings affirm that Queensland's public galleries are highly valued by the communities they serve and also contribute significantly to our State's tourism industries."

"The Report has collated more than 3,000 responses from 18 public galleries across eastern Queensland. The data collected includes 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."

"The Report's findings will assist Queensland's regional galleries with strategic planning, programming, funding and marketing. It will also enable us to benchmark like organisations with NSW, where the study was originally undertaken (2007-2010), and to better advocate the value of our sector."

## A Quick Snapshot of Queensland Public Gallery Audiences:

If you have 10 people standing in front of an artwork in a Queensland regional gallery, it is likely that:

- **Four** of them will be tourists to the region.
- **Half** of them will have been to that gallery more than **four** times in the last two years but for **three** of them it will be their first visit.
- At least **three** of them will be aged between 35-54.
- At least **one** of them will speak a language other than English at home.
- **Four** of them will be from a household earning less than \$40,000 pa and only **two** of them from a household earning more than \$100,000 pa.
- At least **five** of them will be working (full time or part time) and **three** will be retired.
- **Two** of them will have a post-graduate degree and **two** of them will have finished their schooling at secondary level.
- **Two** of them will have come with their partner, **three** of them by themselves, with the others coming with family and friends.
- **Almost all of them** will have rated their visits as "Good" or Terrific".

Rebekah Butler acknowledged M&GSQ's project partner M&G NSW, funding bodies and the Directors, Staff and Volunteers from each of the participating galleries. She said that without their generous support and co-operation this project would not have been possible.

The *Guess Who's Going to the Gallery? Queensland Report* is available to download from M&GSQ's website [www.magsq.com.au](http://www.magsq.com.au).

This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body, and is supported by the Visual Arts and Craft Strategy, an initiative of the Australian, state and territory governments.

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